

For many diarrheas regardless of etiology



SULFASUXIDINE® -- NEOMYCIN SUSPENSION WITH KAOLIN AND PECTIN

When diarrhea brings misery to your patients, the prime consideration is prompt, lasting relief. CREMOMYCIN is so formulated that bacillary as well as nonspecific diarrheas respond promptly—often dramatically. The comprehensive, yet local antibacterial action of the neomycin and the Sulfasuxidine content is concentrated in the gut and is complemented by kaolin and pectin, which soothe inflamed mucosa, adsorb toxins, and help normalize intestinal motility.

Each 30 cc. (1 fl. oz.) of Cremomycin contains 3.0 Gm. Sulfasuxidine and 300 mg. neomycin sulfate.



MERCK SHARP & DOHME

DIVISION OF MERCK & CO., INC., PHILADELPHIA 1, PA.

Lift the depressed patient up to normal without fear of overstimulation . . .

with new

Rialin

A HAPPY MEDIUM
IN PSYCHOMOTOR
STIMULATION



• Boosts the spirits, relieves physical fatigue and mental depression . . . yet has no appreciable effect on blood pressure, pulse rate or appetite.

Ritalin is a mild, safer central-nervous-system stimulant which gently improves mood, relieves psychogenic fatigue "without let-down or jitters..." and counteracts oversedation caused by barbiturates, tranquilizing agents and antihistamines.

Ritalin is not an amphetamine. Except in rare instances it does not produce jitteriness or degressive rebound, and has little or no effect on blood pressure, pulse rate or appetite.

Reference: 1. Pocock, D. G.:

RITALIN® hydrochloride (methyl-phenidylacetate hydrochloride CIBA)



Average dosage: 10 mg. b.i.d. or t.i.d. Although individualization of dosage is always of paramount importance, the high relative safety of Ritalin permits larger doses for greater effect if necessary.

Supplied: Tablets, 5 mg. (yellow) and 10 mg. (blue); bottles of 100, 500 and 1000. Tablets, 20 mg. (peach-colored); bottles of 100 and 1000.



relaxes both the body and the mind

well suited for prolonged therapy

- well tolerated, nonaddictive, essentially nontoxic
- no blood dyscrasias, liver toxicity, Parkinson-like syndrome or nasal stuffiness
 - chemically unrelated to chlorpromazine or reserpine
 - does not produce significant depression
 - orally effective within 30 minutes for a period of 6 hours

Indications: anxiety and tension states, muscle spasm.

Millown Beauty B

Tranquilizer with muscle-relaxant action

DISCOVERED AND INTRODUCED

BY WALLACE LABORATORIES, New Brunswick, N.J.



2-methyl-2-n-propyl-1,3-propanediol dicarbamate —U.S. Patent 2,724,720 SUPPLIED: 400 mg. scored tablets. Usual dose: 1 or 2 tablets t.i.d. Literature and Samples Available on Request

THE MILTOWN MOLECULE

CM-3706-R

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Side Reactions With Various Hypotensive Drugs

postural hypotension

collapse

black Othie OF

Apiting H UNITE

constipation

depression

edema

THESE

ENSEN-R

bone marrow depression

collagen-like illness

G.I. hemorrhage

when you treat hypertension with drugs...

TRY

UNITENSEN"-R

FIRST

a combination ideally suited for treating moderate to severe hypertension where blood pressure has to be lowered Each tablet contains:

Cryptenamine. 1 mg. (as the tannate salt)
Reserpine. 0.1 mg.
For prescription
economy: prescribe
Unitensen-R in 50's
1 tablet b.i.d.

also available—

Unitensen tannate tablets (contain cryptenamine 2 mg.)

to serve your patients today—

call your pharmacist for any additional information you may need to help you prescribe Unitensen-R. He has been especially alerted.

*T.M. Reg. U.S. Pat. Off.

IRWIN, NEISLER & COMPANY . DECATUR, ILLINOIS



at home or in the hospital

THORAZINE*

improves mental outlook

The tranquilizing effect of 'Thorazine' helps the cancer patient to overcome his manifold fears and anxieties, thus improving his mental outlook and making him easier to care for.

relieves pain and reduces suffering

By potentiating narcotics and sedatives, 'Thorazine' permits smaller doses of these agents to be used; often relieves pain not previously controllable without inducing stupor.

By alleviating the tension and apprehension that magnify the patient's reaction to pain, 'Thorazine' reduces his suffering.

controls nausea and vomiting

'Thorazine' promptly controls nausea and vomiting due either to the malignancy or to distressing therapies such as irradiation and nitrogen mustards.

Before prescribing 'Thorazine', it is important that the physician be fully conversant with our literature, particularly those parts of it dealing with administration, dosage, side effects, cautions and contraindications.

'Thorazine' is available, as the hydrochloride, in 10 mg., 25 mg., 50 mg., 100 mg. and 200 mg. tablets; 25 mg. (1 cc.) and 50 mg. (2 cc.) ampuls; and syrup (10 mg./5 cc.); and, as the base, in 25 mg. and 100 mg. suppositories.

Smith, Kline & French Laboratories, Philadelphia



For Pain-Free

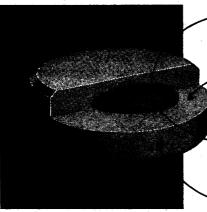
of everyday

In "Rheumatism"*

 $\mathbf{M}ultiple$

combine:

THE PROPER FORMULA
PROPERLY FORMULATED



Physical separation of the steroid component from the aluminum hydroxide as provided by the Multiple Compressed Tablet construction assures full potency and stability of prednisolone.

PREDNISOLONE (1 mg.)....

+

ASPIRIN (0.3 Gm.)....

+

ASCORBIC ACID (50 mg.)....

+

ANTACID (0.2 Gm)....

* Early rheumatoid arthritis
Rheumatoid spondylitis
Osteoarthritis
Still's disease
Psoriatic arthritis
Bursitis

Synovitis
Tenosynovitis
Myositis
Fibrositis
Neuritis

Performance

activities

Patients

Compressed Tablets



..... for anti-inflammatory, anti-rheumatic benefits at effective low dosage.

..... for analgesia plus additional anti-rheumatic activity.

..... for anti-stress support that guards against adrenal ascorbic acid depletion.

(Ascorbic Acid present as 60 mg. Sodium Ascorbate.)

..... dried aluminum hydroxide gel minimizes the possibility of gastric distress.

DOSAGE: 1-4 TEMPOGEN Tablets t.i.d. or q.i.d. (TEMPOGEN Forte, 1 or 2 tablets t.i.d. or q.i.d.) for one or two weeks. Then lower by 1 tablet every four or five days to maintenance level.

SUPPLIED: TEMPOGEN and TEMPOGEN Forte—in bottles of 100 Multiple Compressed Tablets. (TEMPOGEN Forte provides 2 mg. of prednisolone.)



Medihaler

Means self-powered, uniform, measureddose inhalation therapy...

Medihaler

Means true nebulization. Each measured dose provides 5 to 8 times as many particles in the ideal size range as conventional nebulizers...

Medihaler

Means an unbreakable Oral Adapter no movable parts-no glass to breakno rubber to deteriorate...

Medihaler

Means effective medications in an inert aerosol vehicle, in leakproof, spillproof, plastic-coated bottles...

Medihaler

Means utmost patient conveniencemedication and Adapter together in plastic case, convenient for pocket or purse...

Medihaler

Means greater economy—no costly glass nebulizers to replace, and one inhalation usually suffices for prompt relief.



For Rapid Relief of Acute or Continuing Bronchospasm

Medihaler-

Riker brand of epinephrine 0.5% solution in inert, nontoxic aerosol vehicle. Each ejection delivers 0.125 mg. epinephrine. In 10 cc. vial with metered-dose valve, sufficient for 200 inhalations.

Medihaler-Iso

Riker brand of isoproterenol HCl 0.25% solution in inert, nontoxic aerosol vehicle. Each ejection delivers 0.06 mg. isoproterenol. In 10 cc. vial with metered-dose valve, sufficient for 200 inhalations.

Medihaler-Epi replaces injected epine-

phrine in emergency situations in which respirations have not ceased. It provides rapid relief in acute food, drug, or pollen reactions (including urticaria, bronchospasm, angioneurotic edema, edema of glottis, etc.). In most instances only one inhalation is necessary.

Medihaler Oral Adapter

Note: First prescription for Medihaler medications should include the desired medication and Medihaler Oral Adapter.

Oral Adapter made of hard plastic with

no movable parts...foolproof...unbreakable and easily cared for by rapid rinsing...entire set, including medication, fits into neat plastic case small enough to be carried inconspicuously in pocket or purse...the smallest package for nebulization ever produced.



Ingina Pectoris on form. Outstanding for the emergency of of acute anginal pain. Each inhalation was precisely 0.25 mg. of octyl nitrite. By

using the lungs as the most direct portal of entry, faster relief than from orally adminis-tered drugs is assured because of proximity of pulmonary and coronary circulations. Faster-acting than nitroglycerin. Fewer side effects than from nitroglycerin

Pase effects than from or amyl nitrite.
Only one or two inhalations necessary. One full minute should elapse between inhalations. In 10 cc. Medihalar both metered-dose valve.

treat

depression

somatically psychically

safely

with new

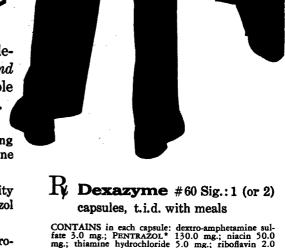
Dexazyme[®]

For the first time in the treatment of depression, improvement in mentation and metabolism and mood is now possible with a single therapy—Dexazyme.

Dexazyme elevates mood by combining low, safer dosages of dextro-amphetamine with Pentrazol.*

Dexazyme improves mentation and clarity of consciousness through action of Pentrazol and niacin.

Dexazyme enhances metabolism by providing niacin, thiamine, riboflavin and ascorbic acid. *brand of pentylenetetrazol



CONTAINS in each capsule: dextro-amphetamine sulfate 3.0 mg; PENTRAZOL* 130.0 mg; niacin 50.0 mg; thiamine hydrochloride 5.0 mg; riboflavin 2.0 mg; ascorbic acid 37.5 mg.

GRAY PHARMACEUTICAL CO., INC. NEWTON 58, MASSACHUSETTS

ATARAXOID is a unique, new combination of STERANE and ATARAX, which now permits simultaneous symptomatic control and reduction of attendant anxiety and apprehension in rheumatoid arthritis and other indications.

The added tranquilizer control, desirably easing mental stress, also directly assists clinical progress. It minimizes the chance of exacerbation related to emotional strain and facilitates patient confidence and cooperation in the therapeutic program toward maximum rehabilitation.

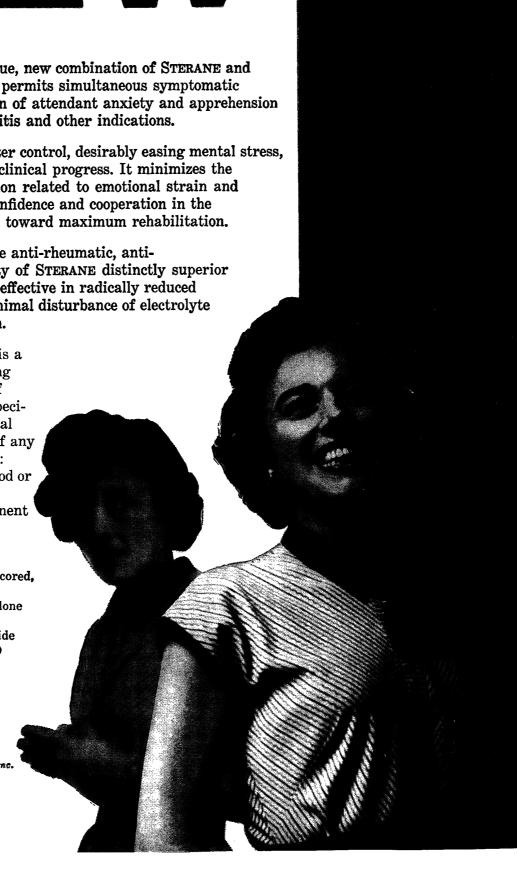
ATARAXOID exerts the anti-rheumatic, antiinflammatory activity of STERANE distinctly superior to previous steroids, effective in radically reduced dosage, and with minimal disturbance of electrolyte and fluid metabolism.

The ataractic effect is a central neuro-relaxing action - the result of a marked cerebral specificity - free of mental fogging and devoid of any major complications: no reported liver, blood or brain damage. This peace-of-mind component is also used in the lowest dosage range.

Supplied: Each green, scored. ATARAXOID oral tablet contains 5 mg. prednisolone (STERANE) and 10 mg. hydroxyzine hydrochloride (ATARAX). Bottles of 30 and 100.

PFIZER LABORATORIES

Division, Chas. Pfizer & Co., Inc. Brooklyn 6, New York



the and ataraxic-corticoid

Prednisolone and hydroxyzine

combining the newest, safe tranquilizer, ATARAX®

the newest, most effective steroid, STERANE®

controls the symptoms and the apprehension

In Rheumatoid Arthritis, other collagen diseases, bronchial asthma and inflammatory dermatoses

Trademark

For the Failing Heart

In Infants and Children



GITALIGIN[®] DROPS

Offers "greater safety margin"

GITALIGIN in a pleasant tasting form

Now whenever any of your little patients require digitalis therapy, give them GITALIGIN DROPS.

GITALIGIN, White's brand of amorphous gitalin, is unique among cardioactive glycosides because its therapeutic dose is approximately only $\frac{1}{2}$ the toxic dose. In contrast, the therapeutic dose of other glycosides is approximately $\frac{2}{2}$ the toxic dose.¹⁻¹¹

Precise fractional dosage made possible with GITALIGIN DROPS is especially advantageous in the management of advanced cardiac disease when the myocardial reserve is markedly limited.

Dosage:

In children the digitalizing dose is 0.05 mg. per pound of body weight, in divided doses: one-half initially, and the remainder is given in halves at 6 to 12 hour intervals. The maintenance dose usually is 1/10 the digitalizing dose.

Available:

In 30 cc. bottles with dropper calibrated to measure 0.05, 0.1, 0.2, 0.3, 0.4 and 0.5 mg. GITALIGIN.

Gitaligin Tablets;

0.5 mg. scored, in bottles of 30 and 100.

- Am. Heart J. 52:300 (Aug.) 1956.
 Ann. Int. Med. 48:820 (Apr.) 1954.
 Am. J. M. Sc. 227:188 (Feb.) 1954
- 4. Ann. Int. Med. 39:1189 (Dec.) 1953. 5. Am. Heart J. 45:108 (Jan.) 1953.
- 6. Am. Heart J. 46:276 (Aug.) 1953.
- 7. Arch. Int. Med. 90:224 (Aug.) 1952.
- 8. Circulation 5:201 (Feb.) 1952. 9. New Eng. J. Med.246:225 (Feb.) 1952.
- 10. Am. Heart J. 42:292 (Feb.) 1951.
- 11. Fed. Proc. 9:256 (Mar.) 1950.

WHITE LABORATORIES, INC.

Kenilworth, New Jersey

a new clinical study¹ adds to the growing promise of



Promazine Hydrochloride

10-(γ-dimethylamino-n-propyl)-phenothiazine hydrochloride
*Trademark

in a diversity of common clinical conditions

1. Shea, J., et al.: Military Med. 119:221-227 (Oct.) 1956.



● SPARINE Hydrochloride provides dramatic control of agitation in the acute psychotic, acute alcoholic, and drug addict. Especially promising has been the minimal toxicity observed—no case of liver damage has been reported.

In a new study, Shea and others¹ find SPARINE effective for control of a wide range of conditions associated with various medical emergencies. In a series of 47 cases the authors found:

"On all but 2 cases the doses used (25 to 200 mg.) permitted satisfactory control of such... problems as agitation, anxiety, nausea, vomiting, pain and hiccoughs."

Note: Before administering SPARINE, it is important for the physician to review the information in the package circular, especially those parts of it dealing with administration, dosage, and possible side-effects.

Supplied: Tablets, 25, 50, and 100 mg., bottles of 50 and 500; 200 mg., bottles of 500. Injection, 50 mg. per cc., vials of 2 and 10 cc.

Clinical Report on .

Case No.	Age	Diagnosis	Therapeutic Indication	Dose and Route Duration of Therapy in Days		Response
1	56	Tetanus	Control convulsions and for relaxation	100 mg., q4h, l.y.	2	Good muscle relaxation Opisthotonos—no convulsions
2	36	Duodenal ulcer, D.T.'s	Control D.T.'s and nausea	50 mg., q6h, p.o.	6	No trouble with nausea
3	60	Peptic ulcer and hiatal hernia	For sedation	50 mg., q6h, p.o.	13	Good response—no pains
4	45	Pancreatitis—Gastritis	Hyperactivity	50 mg., q6h, p.o.	7	Good response—pain diminished
7				50 mg., q4h, I.M.	7	

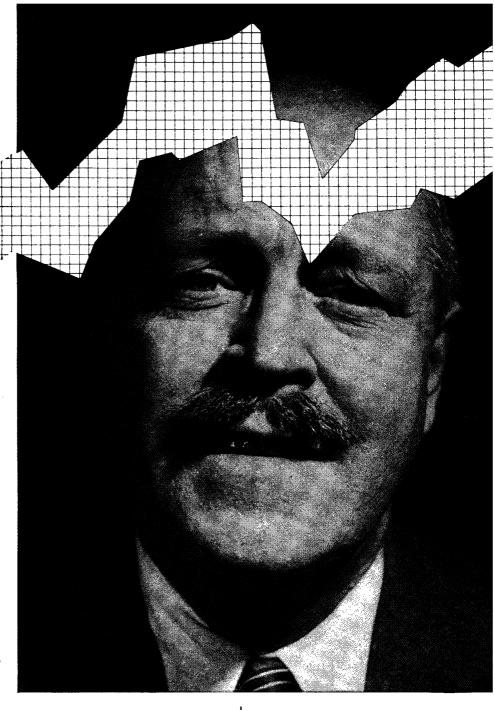
7	40	Intracranial hemorrhage and M.S.	Pain in muscles	50 mg., q.i.d., p.o.	35	Good control of muscle pain
8	30	Ulcerative colitis	Pain from muscle and vomiting	100 mg., q6h, I.M.	36	Fair response
9	38	Sickle cell crisis Narcotic addict	Control pain	100 mg., q4h, p.o.	3	Good response
10	48	Rt. lower lobe pneumonia Chronic alcoholio	Control activity	100 mg., q6h, p.o.	12	Good response
11	44	Pneumonia	Vomiting and D.T.'s	50 mg., q6h, I.M.	6	Good response, immediate
			Abdominal pain		10	Good pain control

22	13	Uremia	Vomiting	25 mg., q6h	4	Vomiting controlled
23	57	Alcoholic (post)	D.T.'s and pain in chest	50 mg., q.i.d., I.M.	25	Controlled D.T.'s, pain relieved
24	42	Alcoholic (post)	Confused and disoriented	50 mg., q6h, p.o.	27	Fair control
25	71	HCVD—cerebral arteriosclerosis	Behavior problem	50 mg., t.i.d., p.o.	9	Good
26	47	Rheumatoid arthritis Acute excitation	Pain	50 mg., q6h, p.o. 50 mg., q6h, p.o.	3 5	Fair response
_27	16	Stricture of esophagus Pregnancy—hypertension	Vomiting	50 mg., q6h, 1.M. 25 mg., q6h, 1.M.	2 3	Controlled vomiting
		Chronic glomerulonephritis	Control nauses and vomiting	50 ma	9	Cond

Takes the
"spikes"
out of
blood
pressure...

calms
anxiety
states...

side reactions of larger dosage.



Butiserpine®

The Butisol component acts at once to produce its well-known quieting "daytime sedation." And the small dosage of reserpine gradually builds up its tension-suppressing effect, without the disturbing



LABORATORIES, INC. Philadelphia 32, Pa.

Quiescence is

use Butiserpine.

prescribed when you

in bursitis, tendinitis, tenosynovitis

DRAMATIC RELIEF OF PAIN AND DISABILITY (adenosine-5-monophosphate)

pain is relieved...function returns... swelling subsides...residual tenderness disappears

this is the response pattern in acute and subacute bursitis with only 7 or 8 injections. An average of 9 injections in chronic calcified tendinitis produces "unusually good results."

Literature available to physicians—write Medical Service Department.

references: (1) Rottino, A.: Journal-Lancet 71:237, 1951. (2) Susinno, A. M., and Verdon, R. E.: J.A.M.A. 154:239 (Jan. 16), 1954.

supplied: Sustained-Action MY-B-DEN (in gelatine solution): 10 cc. multiple dose vials, 20 mg. per cc. and 100 per cc., adenosine-5-monophosphate as the sodium salt for intramuscular use. also available: MY-B-DEN Aqueous Solution Ampuls and MY-B-DEN Sublingual Tablets.

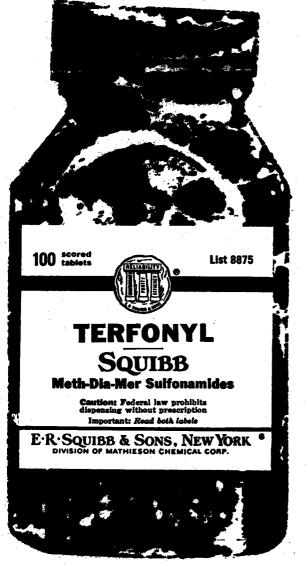


10556

modern sulfa therapy

Terfonyl

Squibb Meth-Dia-Mer Sulfonamides



A reliable, versatile therapeutic agent. Recommended for the many sulfonamide-susceptible infections, particularly those requiring high blood levels. Terfonyl is soluble throughout the entire pH range of human urine.

TERFONYL Tablets, 0.5 Gm., bottles of 100 and 1,000.

TERFONYL Suspension (raspberry flavor), pint bottles.

Each 0.5 Gm. tablet or 5 cc. of suspension contains:

sulfadiazine 167 mg. sulfamerazine 167 mg. sulfamethazine 167 mg. the triple sulfas

SQUIBB

"TERFONYL" is a Squibb trademark



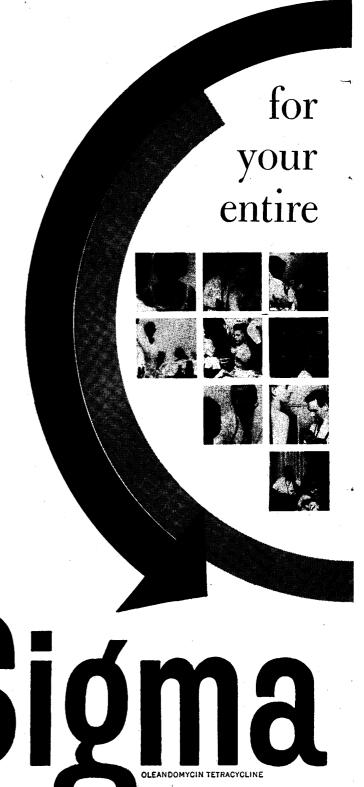
Signamycin*
OLEANDOMYCIN TETRACYCLINE

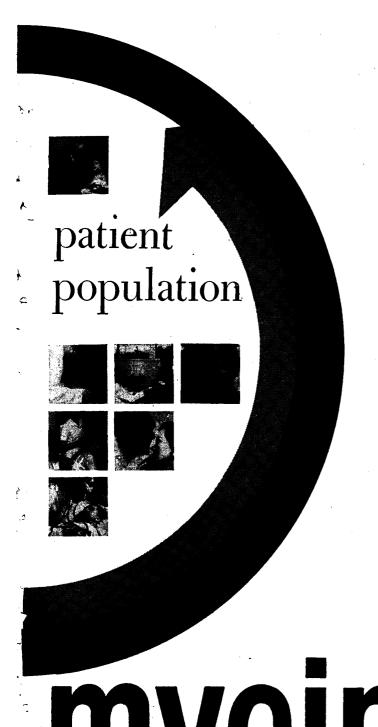
a new maximum in therapeutic effectiveness

a new maximum in protection against resistance

a new maximum in safety and toleration

multi-spectrum synergistically strengthened...





a new certainty

in antibiotic therapy, particularly for the 90% of patients treated at home and in the office

Superior control of infectious diseases through superior control of the changing microbial population is now available in a new formulation of tetracycline, outstanding broad-spectrum antibiotic, with oleandomycin, Pfizer-discovered new antimicrobial agent which controls resistant strains. The synergistic combination now brings to antibiotic therapy: (1) a new fuller antimicrobial spectrum which includes even "resistant" staphylococci; (2) new superior protection against emergence of new resistant strains; (3) new superior safety and toleration.



superior control of infectious disease through superior control of the changing microbial population

Signamy Cin*

A synergistically strengthened multi-spectrum antibiotic

Sigmamycin is a new antibiotic formulation providing: (1) the unsurpassed broadspectrum activity of tetracycline, the outstanding broad-spectrum antibiotic discovered and identified by Pfizer; (2) the action of oleandomycin, the new antimicrobial agent which combats those strains, particularly among staphylococci, now resistant to tetracycline and other antibiotics.

Sigmamycin embodies a new concept in the use of antibiotics, for with this new synergistically active preparation, the development of refractory pathogens and their emergence as important sources of superinfection are more fully controlled. New superior safety and toleration— Sigmamycin brings to antibiotic therapy new superior safety, new unexcelled toleration because: (1) tetracycline, an outstandingly well-tolerated antibiotic, is formulated with oleandomycin, also known to be remarkably free of adverse reactions; (2) the synergism between oleandomycin and tetracycline enhances antimicrobial potency.

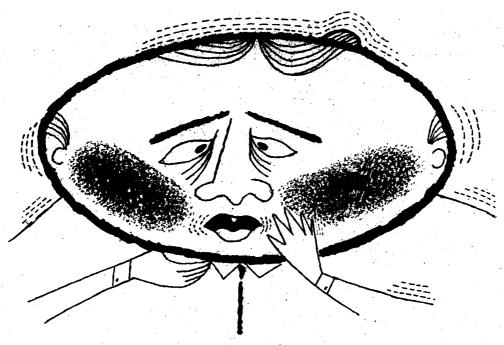
Dosage: 1 to 2 capsules q.i.d.

Supplied: Capsules, 250 mg. (oleandomycin 83 mg., tetracycline 167 mg.) Bottles of 16 and 100.

*TRADEMARK



PFIZER LABORATORIES, Division, Chas. Pfizer & Co., Inc., Brooklyn 6, N. Y.



IN THE DRY, HACKING COUGH...

Numotizine cough syrup

converts a Symptom

the cough which interrupts sleep and permits thick, viscid secretions to be retained,

to a Therapeutic Aid

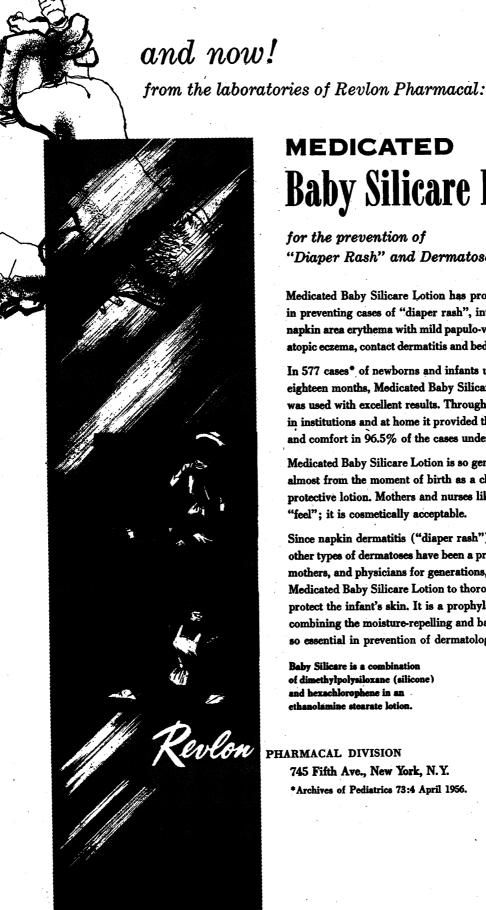
Numotizine Cough Syrup thins and loosens the bronchial mucus, makes the cough productive, permits rest and sleep.

The Balanced Formula

Each fluidounce contains:

Glyceryl guaiacolate	5 ar	loosens
Ammonium chloride Sodium citrate	20 gr.}·····	liquenes
Menthol	0.04 gr	soothes
Dioctyl sodium sulfosuccine	ate1:20,000	disperses
CHEST IS SOT BOTH	lee	· ·

HOBART LABORATORIES, INC., CHICAGO 10, ILLINOIS



MEDICATED **Baby Silicare Lotion**

for the prevention of "Diaper Rash" and Dermatoses in infants

Medicated Baby Silicare Lotion has proved its efficacy in preventing cases of "diaper rash", intertrigo, napkin area erythema with mild papulo-vesicular eruptions, atopic eczema, contact dermatitis and bed sores.

In 577 cases* of newborns and infants up to eighteen months, Medicated Baby Silicare Lotion was used with excellent results. Through the many tests in institutions and at home it provided the desired protection and comfort in 96.5% of the cases under observation.

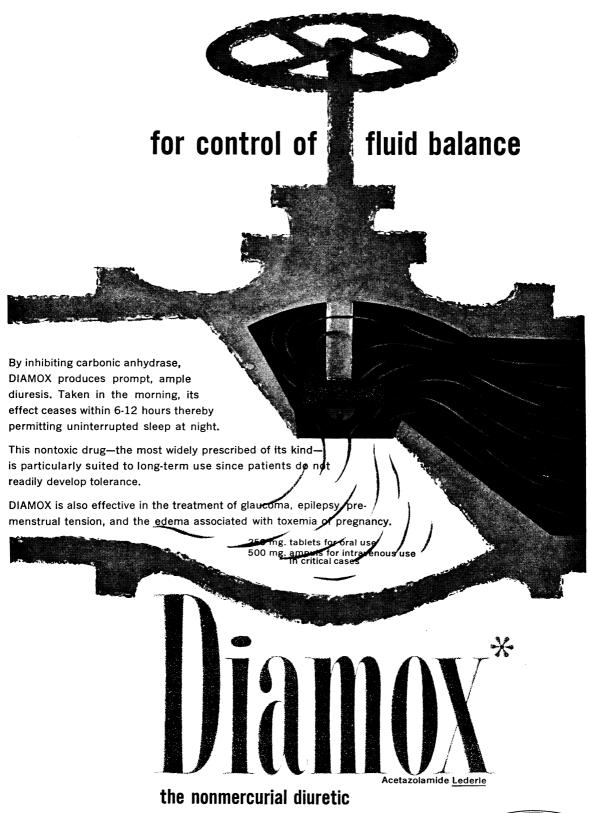
Medicated Baby Silicare Lotion is so gentle that it is used almost from the moment of birth as a cleansing and protective lotion. Mothers and nurses like its pleasant "feel"; it is cosmetically acceptable.

Since napkin dermatitis ("diaper rash") together with other types of dermatoses have been a problem to infants, mothers, and physicians for generations, Revlon developed Medicated Baby Silicare Lotion to thoroughly cleanse and protect the infant's skin. It is a prophylactic agent combining the moisture-repelling and bactericidal qualities so essential in prevention of dermatological conditions.

Baby Silicare is a combination of dimethylpolysiloxane (silicone) and hexachlorophene in an ethanolamine stearate lotion.

PHARMACAL DIVISION 745 Fifth Ave., New York, N.Y. *Archives of Pediatrics 73:4 April 1956.

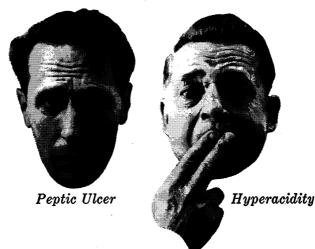




LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY, PEARL RIVER, NEW YORK TREG. U.S. PAT. OFF.



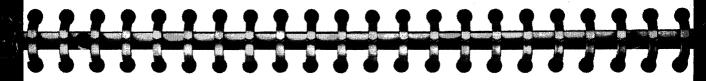
prompt, prolonged relief for both



Kolantyl

Kolantyl provides four beneficial actions that relieve pain and correct a range of gastric disorders characterized by spasm and low pH.

1. Acid neutralization; 2. Relief of spasm and hypermotility by musculotropic and neurotropic inhibition; 3. Inactivation of pepsin and lysozyme; 4. Formation of a protective demulcent.



Rx Information

Kolantyl

Gel and Tablets

Action:

Two-way spasmolysis... Spasm is relieved and gastric hypermotility is checked by the musculotropic and neurotropic effects of Bentyl*—more effective than atropine, without the usual side effects.

Rapid, Prolonged Antacid Effects² Balanced antacids act swiftly...do not cause laxation or constipation.

Demulcent Protection³ . . . Normal tissue is safeguarded, and physio-

logic repair of damaged areas is en-

Anti-enzyme Action⁴... Necrotic effects of pepsin and lysozyme are effectively curbed.

Composition:

Each 10 cc. (2 teaspoonfuls) of Kolantyl Gel or each Kolantyl Tablet contains:

Bentyl (dicyclomine)

Hydrochloride	5 mg.
Aluminum Hydroxide Gel	400 mg.
Magnesium Oxide	200 mg.
Sodium Lauryl Sulfate	25 mg.
Methylcellulose	100 mg.

Dosage:

Gel—2 to 4 teaspoonfuls every three to four hours, or as needed.

Tablets—2 tablets (chewed for more rapid action) every three hours, or as needed.

Supplied:

Gel—12 oz. bottles. Tablets—bottles of 100 and 1,000.

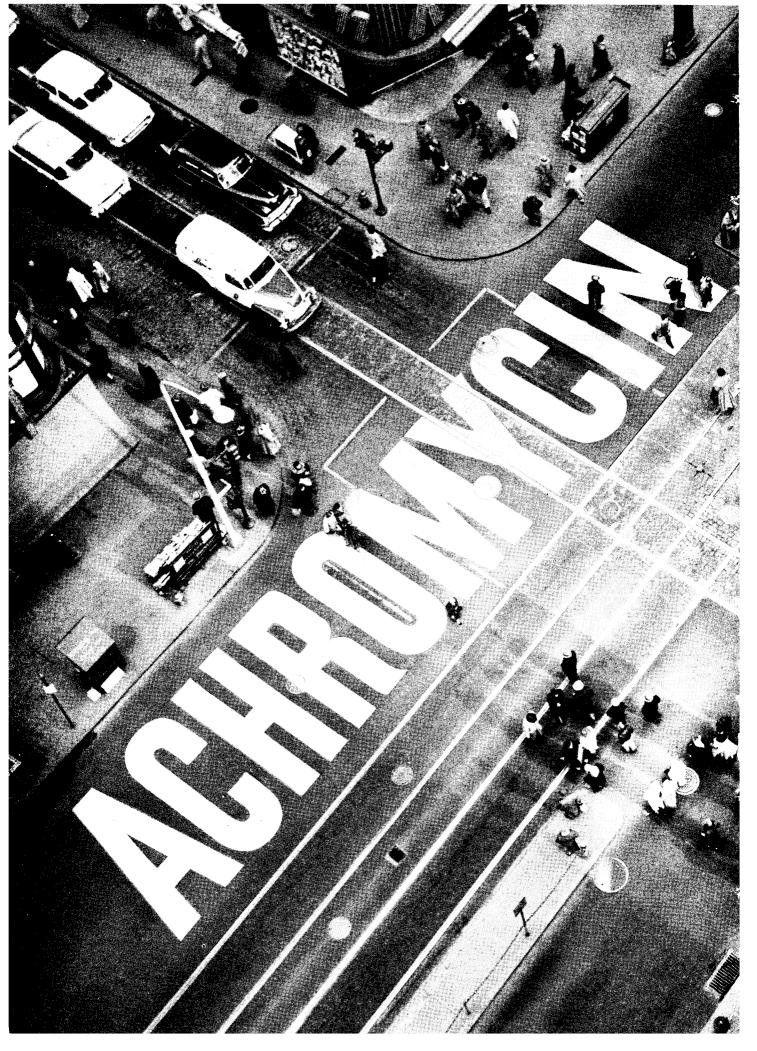
*Merrell's distinctive antispasmodic that provides direct, fast relief of G. I. spasm and pain.

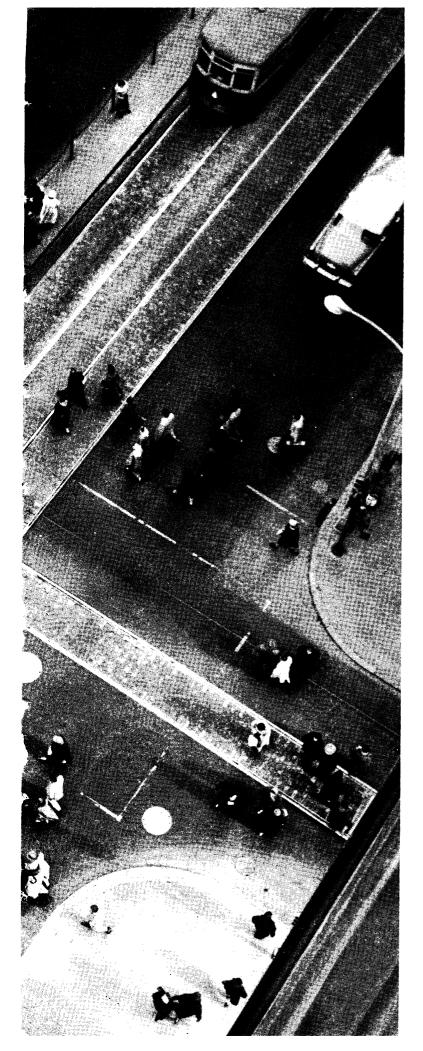
 McHardy, G., and Browne, D.: South. M. J. 45:1139, 1952.
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 Johnston, R. L.: J. Indiana St. M. A. 46:869, 1953.
 M.: J. South Carolina M. A. 48:245, 1952.

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Pioneer in Medicine for Over 125 Years





ACHROMYCIN

Tetracycline Lederle

for prophylaxis and treatment of

obstetric infections

Posner and his colleagues1 have reported on the use of tetracycline (ACHROMYCIN) in 96 cases of obstetric complications, including unsterile delivery, premature rupture of the membranes, endometritis, parametritis, and other conditions. They conclude that this antibiotic is ideally suited for these uses.

Other investigators have shown ACHROMYCIN to be equally useful in surgery and gynecology and virtually every other field of medicine. This outstanding antibiotic is effective against a wide variety of infections. It diffuses and penetrates rapidly to provide prompt control of infection. Side effects, if any, are negligible.

Every gram of ACHROMYCIN is made in Lederle's own laboratories and offered only under the Lederle label-your assurance of quality. It is available in a complete line of dosage forms, including

ACHROMYCIN SF

ACHROMYCIN with STRESS FORMULA VITA-MINS. Attacks the infection, bolsters the patient's natural defenses, thereby speeds recovery. Especially useful in severe or prolonged illness. Stress formula as suggested by the National Research Council.

SF Capsules, 250 mg. SF Oral Suspension, 125 mg. per teaspoonful (5 cc.)



For more rapid and complete absorption. Offered only by Lederle!



dry-filled sealed capsules

¹Posner, A. C., et al.; Further Observations on the Use of Tetracycline Hydrochloride in Prophylaxis and Treatment of Obstetric Infections, Antibiotics Annual 1954-55, pp. 594-598.

Each ACHROMYCIN SF	CAPSULE	Riboflavin (B ₂)
contains:		Niacinamide
ACHROMYCIN		Pyridoxine (B ₆)
Tetracycline	250 mg.	Folic Acid
Ascorbic Acid (C)	75 mg.	Calcium Pantothen
Thiamine	•	Vitamin K (Menadi
Mononitrate (B ₁)	2.5 mg.	Vitamin B ₁₂



LEDERLE LABORATORIES DIVISION AMERICAN CYANAMID COMPANY PEARL RIVER, NEW YORK

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in acute and chronic pyelonephritis, cystitis and prostatitis

freedom

from pain, infection and resistant mutants

"Frequently, patients reported symptomatic improvement within 24 hours." Furadantin "may be unique as a wide-spectrum antimicrobial that...does not invoke resistant mutants."

Comparative Sensitivity to Furadantin of Infectious Microorganisms Isolated over a Two-Year Period³

	Sensitive		nsitive*		derately nsitive*	Resistant*	
Microorganism	Total no. strains	No.	Per cent of total	No.	Per cent of total	No.	Per cent of total
Proteus vulgaris	237	209	88.2	28	11.8	0	0
Escherichia coli (including						Ì	
paracolon bacillus)	281	255	92.7	23	8.2	3	1.1
Aerobacter aerogenes	223	183	82.1	40	17.9	0	0
Streptococcus faecalis	160	155	96.7	5	3.1	0	0
Pseudomonas aeruginosa	101	5	5.0	40	39.9	56	55.4
Micrococcus pyogenes var.		,	100	•	•		0
aureus	6	6	100	0	0	0	-
Klebsiella pneumoniae	3	3	100	0	0	0	0
Alcaligenes faecalis	2	2	100	0	0	0	0

^{*}Organisms inhibited by 100 μg ./ml. or less are classified as sensitive, by 200 to 400 μg ./ml. as moderately sensitive, and those not inhibited by 400 μg ./ml. as resistant.

"The status of P. vulgaris and of M. pyogenes var. aureus is especially noteworthy in the light of the high degree of resistance exhibited by those organisms to antibiotics currently employed."³

REFERENCES: 1. Trafton, H. M., et al.: N. England J. M. **252**:383, 1955. **2.** Waisbren, B. A., and Crowley, W.: A. M. A. Arch. Int. M. **95**:653, 1955. **3.** Schneierson, S. S.: Antibiotics **3**:212, 1956.

Furadantin

FURADANTIN DOSAGE:

Average adult dose is 100 mg., q.i.d. (at mealtime, and on retiring, with food or milk). Average daily dosage for children is 5 to 7 mg./Kg. in four divided doses.

Norwich New York

SUPPLIED: Tablets, 50 and 100 mg., bottles of 25 and 100. Oral Suspension, 5 mg., per cc., bottle of 118 cc.

NITROFURANS—a new class of antimicrobials—neither antibiotics nor sulfonamides



"Troph-Iron' is a delicious appetite- and growth-stimulating preparation that *children actually enjoy taking*. Just one teaspoonful a day supplies more than the entire daily requirement of vitamins B_1 and B_{12} , plus iron to encourage optimum hemoglobin levels.

Each teaspoonful supplies:	Vitamin B ₁₂				25 mcg.
	Vitamin B ₁				
	· Iron (ferric	pyrophospl	nate)		250 mg.

Smith, Kline & French Laboratories, Philadelphia

★T.M. Reg. U.S. Pat. Off.

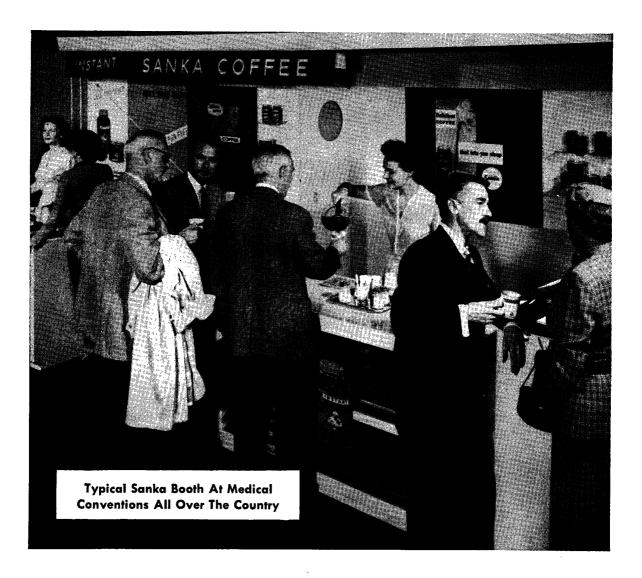
The Original Alseroxylon

for the Somatic AND the Psychic Phase of

In addition to its gentle antihypertensive action, Rauwiloid provides psychic tranquility and overcomes tachycardia. Thus Rauwiloid participates in *both* the somatic and psychic phases of therapy for hyper-

tension. Treatment in *all* types of hypertension may begin with Rauwiloid. 80% of mild labile hypertensives require no additional therapy. Dosage is definite and easy: two 2 mg. tablets at bedtime.





You said, "THIS IS REAL COFFEE!" and your patients will agree!

"Real coffee—delicious coffee!" Such was your enthusiastic comment at medical conventions—when you tasted Instant Sanka at the Instant Sanka booth.

And, Doctor, you couldn't be more right. Since only the caffein has been removed from

Instant Sanka Coffee, all the pure coffee goodness is there for you to enjoy.

Why not share the good news with your patients? If they're sensitive to caffein—if they're sensitive to good coffee flavor—then Instant Sanka Coffee is for them!

INSTANT SANKA COFFEE



All pure coffee... 97% caffein-free

Product of General Foods

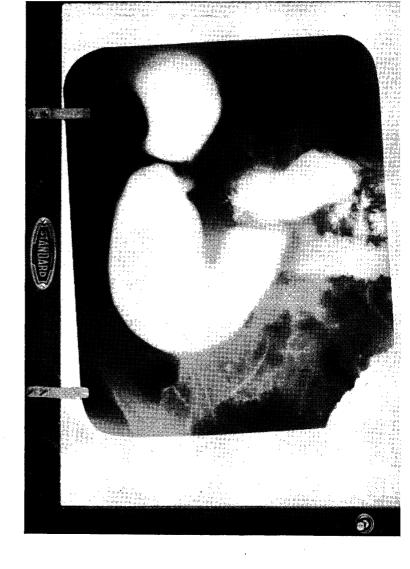
... part of every illness

ANXIETY

is part of

PEPTIC ULCER

MEPROBAMATE (2-methyl-2-n-propyl-1,3-propanediol dicarbamate) Licensed under U.S. Pat. No. 2,724,720



"... functional nervousness, including fatigue and anxiety, was by far the greatest detectable cause of recurrences of peptic ulcer symptoms, and in many instances it seemed likely that the same etiological factors were initially responsible for the ulcer."

Peptic ulcer is a combination of the emotional and the physical. For total management, a combination of measures is often indicated. EQUANIL adds to the adequacy of routine treatment by countering psychic stress as a stimulant to vagal activity. It combats the anxiety and tension, and encourages restful sleep.²

... a valuable adjunct to the customary therapy

Supplied: Tablets, 400 mg., bottles of 50. Usual Dose: 1 tablet, t.i.d.

- Weiss, E., and English, O.S.: Psychosomatic Medicine. W. B. Saunders Co., Philadelphia, 1949, p. 358.
- 2. Lemere, F.: Northwest Med. 54:1098 (Oct.) 1955.

anti-anxiety factor with muscle-relaxing action





In Constipation NEW CONFIRMING

"...dioctyl sodium sulfosuccinate [Doxinate] results in restoration of normal function both in terms of stool consistency and frequency."

-CASS, L.J., AND FREDERIK, W.S.: AM. J. GASTROENTEROL. (DEC.) 1956.

"Our results indicate that effective fecal softening is generally adequate to permit correction of chronic constipation of the spastic type."

-- FRIEDMAN, M.: AM. PRACT. & DIGEST OF TREATMENT (OCT.) 1956.

PARTICULAR CONDITIONS FOR DOXINATE THERAPY

- Spastic Constipation
- Anorectal Conditions
- Pregnancy
- Pediatrics

DOXINATE®

(DIOCTYL SODIUM SULFOSUCCINATE, LLOYD)

THE ORIGINAL FECAL SOFTENER

ORAGE:

ADULTS-2 or 3 soft gelatin green 60 mg. capsules daily.

infants—1 or 2 cc. Doxinate Solution 5% once daily in milk, formula or fruit juice.

CLINICAL RESEARCH

"In the atonic group,...the simultaneous use of mild laxation [Doxinate with Danthron]...is preferred...."

-FRIEDMAN, M.: AM. PRACT. & DIGEST OF TREATMENT (OCT.) 1956.

DOXINATE®

WITH

DANTHRON

PATENT PENDING

IS FREQUENTLY PREFERRED IN:

- Atonic Constipation
- Chronic Functional Constipation
- Geriatrics
- Pre- and Post-Surgery

Danthron (1,8-dihydroxyanthraquinone) is a mild, non-habit forming peristaltic stimulant acting only on the large bowel.

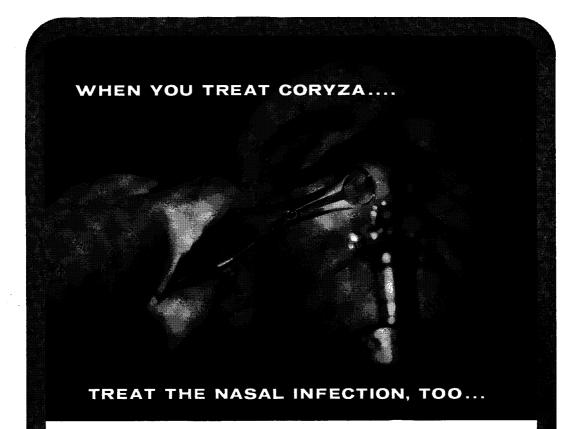
DOSAGE:

For adults and children over 12—one or two soft gelatin brown capsules (containing Doxinate, 60 mg.; Danthron, 50 mg.) at bedtime for 2 or 3 days or until bowel movements are satisfactory.

LLOYD!

BROTHERS, INC. . CINCINNATI 3, OHIO

"In the interest of medicine since 1870"



Specific for the "cold" season with...

"more than mere symptomatic relief..."1

Biomydrin® NASAL SPRAY

Penetration makes the difference...

Whenever colds, infection or allergy congest the nasal passages or sinuses, Biomydrin offers prompt relief.

The mucolytic action of Biomydrin enables it to reach the site of nasal infection promptly. Within minutes symptoms are relieved.

mucolytic penetrating	Formula Thonzonium bromide	0.05%
	Neomycin sulfate	0.1%
antibacterial	Gramicidin	0.005%
antiallergic	Thonzylamine HCl	1.0%
decongestive	Phenylephrine HCl	0.25%

Supplied: 0.5 oz. plastic atomizer or dropper bottle (yellow cap).

When added anti-inflammatory action is desired, Rx Biomydrin® F—with hydrocortisone alcohol 0.02%. ½ oz. plastic atomizer (red cap).

1. Lazar, A. M., and Goldin, M.: Eye, Ear, Nose and Throat Monthly 32:512, 1953.

NEPERA CHEMICAL CO., INC.



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(HOMOGENIZED MIXTURE OF VITAMINS A, D, B1, B2, B6, B12, C AND NICOTINAMIDE. ABBOTT)



Vitamin A 3000 U.S	S.P. units (0.9 mg.
Vitamin D 800 U.S.	.P. units (20 mcg.)
Thiamine Hydrochloride	1.5 mg.
Riboflavin	1.2 mg.
Pyridoxine Hydrochloride	1.9 mg.
Ascorbic Acid	40 mg.
Vitamin B ₁₂	
Nicotinamide	

611195

Abbott

now you can prescribe

4 sulfas

in a delicious suspension...no unpleasant aftertaste

DELTAMIDE

THE PREFERRED QUADRI-SULFA MIXTURE
Suspension Tablets



Try Deltamide in urinary tract infections. Action is rapid and side effects rare. Deltamide is economical for your patients. Finicky patients are on your side when you prescribe Deltamide Suspension. Its delightful synthetic chocolate-like flavor completely masks the taste of sulfas. Deltamide Suspension can safely be given to children and other patients sensitive to chocolate.

Each 5 cc. teaspoonful of the Suspension, or each Tablet, supplies:

Sulfadiazine 0.167 Gm.
Sulfamerazine 0.167 Gm.
Sulfamethazine 0.056 Gm.
Sulfacetamide 0.111 Gm.

Tablets: Bottles of 100 and 1000. Suspension: 4 and 16 oz. bottles.

When the situation also calls for penicillin —

DELTAMIDE w/Penicillin

Each tablet or 5 cc. of suspension contains—in addition—250,000 units of potassium penicillin G.

Tablets: Bottles of 36 and 100. Powder for suspension: 60 cc. bottles to provide 2 oz. of suspension by adding 40 cc. of water.



THE ARMOUR LABORATORIES

A DIVISION OF ARMOUR AND COMPANY. . KANKAKEE, ILLINOIS



The pioneer among tetracyclines, AUREOMYCIN remains unsurpassed in anti-infective range, variety of application, effectiveness at low dosage.



 ${\bf Hydrochloride} \\ {\bf Chlortetracycline} \ {\bf HCl} \ {\it Lederle} \\$

Since its availability, more than a billion individual doses of AUREOMYCIN have been administered to patients throughout the world. Few therapeutic agents have been found as consistently effective against a wide group of diseases.

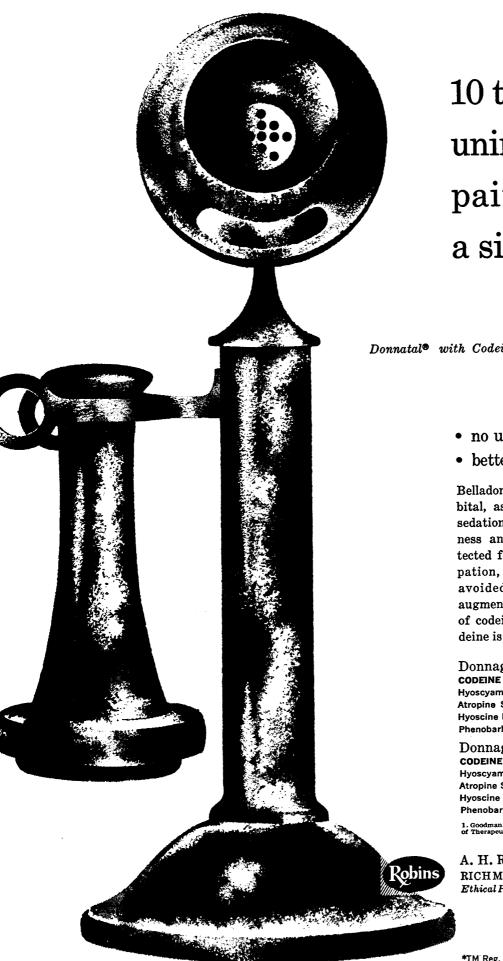
A convenient dosage form for every medical requirement.



LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY, PEARL RIVER, NEW YORK

*REG. II. S. PAT. OFF.

for the first time...extended action codeine



10 to 12 hours uninterrupted pain relief in a single tablet

Donnatal® with Codeine extended action tablets

- no up-and-down analgesia
- better codeine toleration

Belladonna alkaloids and phenobarbital, as in Donnatal, induce mild sedation, reducing pain consciousness and anxiety. Patient is protected from spasm. Codeine constipation, nausea and vomiting are avoided. Phenobarbital directly augments the potent analgesic effect of codeine. Indicated wherever codeine is indicated—in pain or cough.

Donnagesic No. 1 (pink)

CODEINE Phosphate (% gr.))48.6 mg.
Hyoscyamine Sulfate	0.3111 mg.
Atropine Sulfate	
Hyoscine Hydrobromide	
Phenobarbital (¾ gr.)	

Donnagesic No. 2 (red)

CODEINE Phosphate (1½ gr.)	97.2 mg.
Hyoscyamine Sulfate	0.3111 mg.
Atropine Sulfate	0.0582 mg.
Hyoscine Hydrobromide	0.0195 mg.
Phenobarbital (% gr.)	48.6 mg.

1. Goodman, L. S., and Gilman, A.: The Pharmacologic Basis

A. H. ROBINS CO., INC. RICHMOND 20, VIRGINIA Ethical Pharmaceuticals of Merit Since 1878



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NAME		
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CITY	ZONEST	ATE
I'm interested in:		
My preferred surgical supply:		

recognized

as a potent, specific anti-arthritic

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by over 100 million patient days

substantiated

in more than 700 published reports

BUTAZOLIDIN

(phenylbutazone GEIGY)

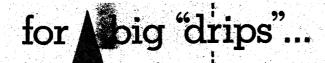
potent, specific anti-arthritic

Based on an impressive background of achievement attained over a period of four years involving both long-term and short-term therapy in all the major forms of arthritis,

BUTAZOLIDIN is recognized as one of the most effective anti-arthritic agents currently available.

relieves pain
improves function
resolves inflammation

GEIGY



and little "leaks"...



caused by colds rhinitis sinusitis

Novahistine[®]

CHECKS IRRITANT SECRETIONS CLEARS AIR PASSAGES **ORALLY**

Novahistine works better than antihistamines alone. The distinct additive action of a vasoconstrictor, phenylephrine HCl, with an antihistaminic, prophenpyridamine maleate, combats allergic reactions...provides marked nasal decongestion and drying of secretion.

Oral dosage avoids misuse of nose drops, sprays and inhalants by patients ...eliminates rebound congestion. Novahistine will not cause jitters or insomnia.

NOVAHISTINE FORMULAS

Each Novahistine Tablet or 5 cc. of Elizir provides 5.0 mg. of phenylephrine HCl and 12.5 mg. of prophenylephrine maleate.

Novahistine Fortis Capsules, Novahistine with APC and Novahistine with Penicillin contain twice the amount of phenylephrine.

Novahistine Elixir Novahistine Tablets Novahistine Fortis Capsules Novahistine with 'APC' Novahistine with Penicillin

PITMAN-MOORE COMPANY

Division of Allied Laboratories, Inc., Indianapolis 6, Indiana

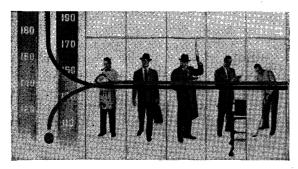
Announcing

'INVERSINE'

Mecanylamine Fydrochloride

An oral antihypertensive that is

TOTALLY NEW CHEMICALLY DIFFERENT CLINICALLY RELIABLE



The same dose provides the same results . . . day after day.

NVERSINE,' a secondary amine, is a new and extremely potent antihypertensive agent. It is totally unlike the poorly and erratically absorbed ganglionic blockers of the quaternary ammonium type and has the following clinically demonstrated properties:

- 1. Excellent reproducibility of effects.
- 2. Most potent of all available oral ganglionic blockers (10 to 20 times more potent than pentolinium and about 90 times more potent than hexamethonium).

- 3. Smooth, predictable response: In a given patient, the same dose of 'INVERSINE' elicits the same blood pressure response, time after time, with minimal day-to-day fluctuation.
- 4. Remarkable physiologic economy resulting in long duration of action, sustained effect.
- 5. Gradual onset of effect.
- **6.** Small oral dosage produces required hypotensive effect.
- 7. Effective even in patients refractory to hexamethonium and other ganglionic blocking agents.

In all these respects, 'INVERSINE' differs greatly from all other available ganglionic blocking agents and is, in effect, in a unique category among antihypertensives.

CLINICAL STUDIES

'Inversine' has been used by many investigators on thousands of patients. In all this clinical work, this new and very potent agent has amply fulfilled its laboratory promise. By demonstrating reproducibility, high potency and smooth effectiveness with minimal fluctuation — all resulting directly from its complete absorption from the gastrointestinal tract — 'Inversine' has successfully circumvented many of the objections to the use of ganglionic blockade in hypertension.

In the opinion of one reviewer "... the most useful ganglionic blocking agent to be introduced is mecamylamine ('Inversine')... This drug is completely absorbed when given by mouth and has such a gradual onset and offset of action that a continuous and effective level of blockade can readily be achieved..."

Further, in one of many clinical trials,† "The over-all response rate was 92%, and 24% of the patients became normotensive." Investigators have found 'Inversine' to be "... the most potent and effective of the three drugs in reducing the blood pressure..." ['Inversine' and two other ganglionic blocking agents.]

Moreover, following ganglionic blockade with 'INVERSINE,' some patients with hypertension may experience relief of pre-existing headache and angina pectoris. Many patients with retinopathy, congestive heart failure and electrocardiographic abnormalities, have shown signs of improvement during treatment with 'INVERSINE.'

'Inversine' was thus shown to be most valuable in the management of hypertensive vascular disease.

SIDE EFFECTS

'Inversine' (mecamylamine), though comparatively nontoxic, is a very potent agent which must be used with care. Side effects observed during clinical use are due to excessive pharmacologic action. They may be minimized by careful adjustment of dosage and close supervision of the patient.

* * * * *

Judged by any standard 'INVERSINE' (mecamylamine) is the most satisfactory agent in the treatment of hypertension by ganglionic blockade. It is the most potent and most reliable oral agent for the management of hypertension.

References

- 1. Sturgis, C. C., et al.: Advances in Internal Medicine, J. Michigan M. Soc. 55:154 (Feb.)
- 2. Moyer, J. H. et al.: Drug Therapy of Hypertension: Preliminary Observations on the Clinical Use of Mecamylamine (A Ganglionic Blocking Agent) in Combination with Rauwolfia for the Treatment of Hypertension, Med. Rec. & Ann. 49:390 (Sept.) 1955.
- † In this clinical trial all patients were given, in addition to one of the ganglionic blocking agents, a constant daily amount of reserpine.

'INVERSINE' is the trademark of Merck & Co., Inc.



MERCK SHARP & DOHME

DIVISION OF MERCK & CO., INC., PHILADELPHIA 1, PA.



For round-the-clock therapy With two doses a day

Lipo Gantrisin 'Roche'—a new, palatable liquid for antibacterial therapy—offers three significant features:

- 1. Only two doses a day needed in most cases
- 2. Adequate twelve-hour blood levels after a single dose
- 3. Same therapeutic advantages as Gantrisin 'Roche'

Lipo Gantrisin® Acetyl—brand of acetyl sulfisoxazole in vegetable oil emulsion

Each teaspoonful (5 cc) contains the equivalent of 1 gm of sulfisoxazole in the form of acetyl sulfisoxazole

	after 10 min., 35%
PENICILLIN G	after 30 min., 14%
FENICILLIN U	after 60 min., <1%
PENICILLIN V	after 60 min., 100%
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the penicillin designed specifically for oral administration

V-CILLIN

'V-Cillin' is the only penicillin that passes through the stomach without significant loss of potency and is rapidly absorbed in the duodenum. Thus, 'V-Cillin' usually gives you a clinical dependability comparable to that of parenteral penicillin. In fact, the literature generally agrees that 'V-Cillin' can be effectively and safely used in many conditions previously treated parenterally.

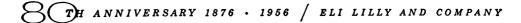
DOSAGE: 125 to 250 mg. (200,000 to 400,000 units) t.i.d.

SUPPLIED: Pulvules—125 and 250 mg.

Pediatric suspension—125 mg. per 5-cc. teaspoonful

Also, 'V-Cillin-Sulfa' (Penicillin V with Triple Sulfas, Lilly)

tablets



Annual Meeting

Ambassador Hotel LOS ANGELES

April 28 - May 1, 1957

Papers for Presentation

If you have a paper that you would like to have considered for presentation, it should be submitted to the appropriate section secretary (see list on this page) no later than November 19, 1956.

Scientific Exhibits

Space is available for scientific exhibits. If you would like to present an exhibit, please write immediately to the office of the California Medical Association, 450 Sutter Street, San Francisco 8, for application forms. To be given consideration by the Committee on Scientific Work, the forms, completely filled out, must be in the office of the California Medical Association no later than December 1, 1956. (No exhibit shown in 1956, and no individual who had an exhibit at the 1956 session, will be eligible until 1958.)

SCIENTIFIC PAPERS
SCIENTIFIC EXHIBITS
PLANNING MAKES PERFECT
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DERMATOLOGY AND SYPHILOLOGY Edwin M. Hamlin 2932 North Fresno Street, Fresno
EAR, NOSE AND THROAT Seymour Brockman 2007 Wilshire Boulevard, Los Angeles 57
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GENERAL PRACTICE Thomas N. Elmendorf Masonic Building, Willows
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OBSTETRICS AND GYNECOLOGY Keith P. Russell 511 South Bonnie Brae, Los Angeles 57
ORTHOPEDICS Raymond M. Wallerius 2909 J Street, Sacramento 16
PATHOLOGY AND BACTERIOLOGY . Dominic A. DeSanto Mercy Hospital, San Diego 3
PEDIATRICS Sidney Rosin 6230 Wilshire Boulevard, Los Angeles 48
PSYCHIATRY AND NEUROLOGY Howard A. Black 2901 Capitol Avenue, Sacramento 16
PUBLIC HEALTH James C. Malcolm 15000 Foothill Boulevard, San Leandro
RADIOLOGY Stanford B. Rossiter 1111 University Drive, Menlo Park
UROLOGY Edmund Crowley

POSTGRADUATE INSTITUTES, 1957

- Southern Counties (Riverside, Orange and San Bernardino) in cooperation with University of California, Los Angeles, February 14 to 15, 1957, Disneyland Hotel, Anaheim. Chairman: H. C. Barron, M.D., 4030 Eighth Street, Riverside.
- WEST COAST COUNTIES in cooperation with University of Southern California, March 7 to 8, 1957, Golden Bough Theater and La Playa Hotel, Carmel. Chairman: Edwin W. Tucker, M.D., 1073 Cass Street, Monterey.
- SAN JOAQUIN COUNTIES in cooperation with University of California, San Francisco, March 21 to 22, Hotel Californian, Fresno. Chairman: Richard H. Whitten, M.D., 2912 Fresno Street, Fresno.
- NORTH COAST COUNTIES in cooperation with Stanford University, April 11 to 12, 1957, Odd Fellows Hall, Santa Rosa. Chairman: Robert S. Quinn, M.D., 185 Sotoyome Avenue, Santa Rosa.
- SACRAMENTO VALLEY COUNTIES in cooperation with College of Medical Evangelists, June 20 to 21, 1957, Tahoe Tavern, Lake Tahoe. Chairman: C. M. Blumenfeld, M.D., 4700 Parkridge Road, Sacramento.
- Contact: One of the chairmen listed above, or Mrs. Margaret H. Griffith, Director, Postgraduate Activities, California Medical Association, 417 So. Hill Street, Los Angeles 13.

Medical Dates Bulletin

NOVEMBER MEETINGS

- INTERIM SESSION, AMERICAN COLLEGE OF CHEST PHYSI-CIANS, Benjamin Franklin Hotel, Seattle, Washington, November 25 to 26. Contact: Murray Kornfeld, executive director, American College of Chest Physicians, 112 East Chestnut Street, Chicago 11, Illinois.
- CALIFORNIA CONFERENCE OF LOCAL HEALTH OFFICERS semiannual meeting, Sacramento, November 27 to 28. Contact: Donald G. Davy, M.D., State Department of Public Health, 2151 Berkeley Way, Berkeley.

1957 MEETINGS

- AMERICAN BOARD OF SURGERY examination, Part II, Los Angeles, January 14 and 15; San Francisco, January 17
- SOUTHERN CALIFORNIA CHAPTER, AMERICAN COLLEGE OF SURGEONS, Biltmore Hotel, Santa Barbara, January 18, 19, and 20. Contact: Max R. Gaspar, M.D., Secretary-Treasurer, 211 Cherry Avenue, Long Beach 2.
- CALIFORNIA RURAL HEALTH COUNCIL Third Annual Conference on Rural Health, January 25 and 26, Hotel Senator, Sacramento. Contact: Glenn Gillette, associate director, Public Relations, California Medical Association, 450 Sutter Street, San Francisco.
- AMERICAN FEDERATION FOR CLINICAL RESEARCH, Wednesday afternoon and Thursday morning, January 30 to 31. Golden Bough Theater and La Playa Hotel, Carmel.[†]
- † For information contact: Joseph Ross, M.D., associate dean, UCLA Medical Center, Los Angeles 24.

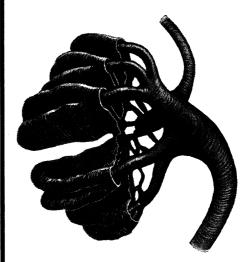
 † Contact: Major Max E. Knickerbocker, MSC, Chief of Education and Training Branch, Letterman Army Hospital, San Francisco.

- WESTERN ASSOCIATION OF PHYSICIANS, Wednesday morning and Friday afternoon, January 30 and February 1, Golden Bough Theater, La Playa Hotel, Carmel.
- WESTERN SOCIETY FOR CLINICAL RESEARCH, Wednesday afternoon, Thursday and Friday mornings, Golden Bough Theater and La Playa Hotel, Carmel.†
- Section on Diseases of the Chest, Los Angeles County MEDICAL ASSOCIATION and Los Angeles County Tu-BERCULOSIS AND HEALTH ASSOCIATION Sixth Biennial Postgraduate Course on Diseases of the Chest. All day each day January 31 to February 2 at Los Angeles County Medical Association, 1925 Wilshire Blvd., Los Angeles. Contact: David Salkin, M.D., Veterans' Hospital, San Fernando.
- Society of Graduate Surgeons of Los Angeles County Surgical Forum, March 4 to 8, Ambassador Hotel, Los Angeles. Contact: Wm. F. Roe, M.D., 14431 Hamlin St.,
- COLLEGE OF MEDICAL EVANGELISTS SCHOOL OF MEDICINE Annual Alumni Postgraduate Convention. Refresher courses, White Memorial Hospital, March 10 and 11; Scientific Assembly, Biltmore Hotel, March 12 to 14, both in Los Angeles. Contact: Walter B. Crawford, managing director, Alumni Postgraduate Convention, 316 N. Bailey St., Los Angeles 33, or telephone: ANgelus 2-2173.
- REGIONAL MEETING INTERNATIONAL COLLEGE OF SURGEONS, Santa Barbara, California, April 1 to 2. Contact: Ross V. Parks, M.D., 1930 Wilshire Blvd., Los Angeles 57.
- LETTERMAN ARMY HOSPITAL "Surgery in Acute Trauma," 8 a.m. to 4:30 p.m., April 1 to 3.‡
- UNITED STATES-MEXICO BORDER PUBLIC HEALTH ASSO-CIATION Fifteenth Annual Meeting, April 9 to 12, San Antonio, Texas. Contact: Donald G. Davy, M.D., State Department of Public Health, 2151 Berkeley Way, Berkelev.
- VALLEY CHILDREN'S HOSPITAL Spring Clinics, Roosevelt High Auditorium, Fresno. Contact: Valley Children's Hospital, Millbrook and Shields Avenue, Fresno.
- LETTERMAN ARMY HOSPITAL "Oral Surgery," 8 a.m. to 4:30 p.m., April 22 to 26.‡
- CALIFORNIA MEDICAL ASSOCIATION Annual Meeting, Ambassador Hotel, Los Angeles, April 28 to May 1. Contact: John Hunton, executive secretary, 450 Sutter St., San Francisco 8, or Ed Clancy, director of Public Relations, 417 S. Hill St., Los Angeles 13.
- CALIFORNIA HEART ASSOCIATION Annual Meeting Lafayette Hotel, San Diego, May 17, 18, and 19. Contact: J. Keith Thwaites, executive director, California Heart Association, 1428 Bush Street, San Francisco.
- WESTERN BRANCH, AMERICAN PUBLIC HEALTH ASSOCIA-TION annual meeting, Lafayette Hotel, Long Beach, May 29 and June 1. Contact: Mrs. L. Amy Darter, Secretary-Treasurer, State Dept. Public Health, 2151 Berkeley Way, Berkeley.
- IDAHO STATE MEDICAL ASSOCIATION 65th Annual Meeting, Sun Valley, June 16 to 19. Contact: Mr. Armand L. Bird, executive secretary, 364 Sonna Bldg., Boise, Idaho.

ROLICTON*

(BRAND OF AMINOISOMETRADINE)

Simple b.i.d. Dosage for Positive Diuresis



THE GLOMERULAR FILTERING SYSTEM Configuration of the renal glomerulus as revealed by the electron microscope.

(illustration by Hans Elias)

THIS newest product of Searle Research is the only *continuously effective* oral diuretic that avoids *all* these disadvantages:

- ... Significant side effects
- ... Complicated dosage schedules
- ... Electrolyte disturbance
- ... Acid-base imbalance
- ... Fastness
- ... Known contraindications

ROLICTON has been found effective as an agent to eliminate, or greatly reduce the frequency of, mercurial injections.

bosage is simple. One tablet b.i.d. is usually adequate, following administration of four tablets the first day. G. D. Searle & Co., Chicago 80, Illinois. Research in the Service of Medicine.

*Trademark of G. D. Searle & Co

SEARLE

Each tablet contains 400 mg. of Rolicton, brand of aminolsometradine, is 1-methally1-3-methyl-6-aminotetrahydropyrimidinedione.

HOW OLD IS OLD?

"The really old people are those 10 years older than myself." 1

"In the lay mind, anyone past 60 is ready for the discard..."²

"... there are only three principal phases in the span of life: infancy, adolescence and senescence."

"One finds alert, interesting, active folks in the 80's and, on the other hand, there are people in the 20's and 30's who have all the characteristics of old age." 4



THE REAL QUESTION

To the physician on the firing line of daily practice, the question of "how old is old?" seems academic. To him, a more valid question is "How can I allay the effects of the aging process?"



FIVE PROBLEMS IN AGING

The answer, according to most authorities, is manifold, for five treatable problems seem to predominate. One, obviously, is gonadal hormone decline. Another is mild anemia. A third is the decreased production of gastric and digestive enzymes. Mineral-vitamin deficiency is the fourth. And the fifth — perhaps most important—is inadequate high-quality protein intake.

THERAPY FOR AGING

Judging from this confused clinical picture of aging, therapy for the problem would appear difficult. However, most physicians agree that a product which could correct most or all of these five commonest problems would remove past obstacles to satisfactory response. Such a product would, essentially, be true "preventive geriatrics."

NEOBON'S COMPREHENSIVE FORMULA

NEOBON®, a product of Roerig research, is a blended combination of the five most commonly indicated factors for prevention or treatment of the nonacute conditions of aging. Each soft, soluble capsule provides:

Non-stimulatory gonadal hormone replacement balanced hematinic component digestant enzyme replacement specially formulated mineral-vitamin combination new lysine, for protein improvement*

* Protein deficiency among the aging apparently stems from their excessive intake of white-flour foods which furnish incomplete protein of low biologic value. White bread protein, for example, has been shown by nutrition studies in animals⁵ to be deficient only in the amino acid, lysine. In human subjects metabolic determinations indicate that the addition of supplemental lysine to a basal white-flour protein diet can convert a negative nitrogen balance into a positive one.6



A WORD ABOUT SYMPTOMATOLOGY

In spite of jokes to the contrary, the patient who

states in the professional office that "old age is creeping up" is a rare bird indeed.

Seldom is old age the presenting complaint. Thus the physician, after correcting the specific complaints, must re-evaluate the whole person to judge his candidacy for "preventive geriatrics."

Such people have much to gain from NEOBON therapy. The rewards are fuller, more active, more pleasurable years for patients past 40. The daily dose (3 capsules) of NEOBON provides:

L-lysine
Methyltestosterone 3 mg.
Ethinyl Estradiol 0.018 mg.
Ethinyl Estradiol 0.018 mg. Pancreatic Substance*** 150 mg.
Glutamic Acid 90 mg.
Rutin
Vitamin A (Palmitate) 6,000 U.S.P. Units
Vitamin D (Irradiated Ergosterol) 600 U.S.P. Units
Vitamin E (as Tocopheryl Acetate) 15 I.U.
Calcium Pantothenate 15 mg.
Thiamine Mononitrate (Vitamin B_1) 1.5 mg.
Riboflavin (Vitamin B_2) 1.5 mg.
Riboflavin (Vitamin B_2) 1.5 mg. Pyridoxine Hydrochloride (Vitamin B_6) 1.5 mg.
Niacinamide
Niacinamide
Vitamin B ₁₂ (Oral Concentrate) 3 mcg.
Folic Acid
Cobalt (from Cobaltous Sulfate) 0.1 mg.
Molybdenum (from Sodium Molybdate) 2 mg.
Copper (from Cupric Sulfate) 1 mg.
Manganese (from Manganous Sulfate) 1 mg.
Magnesium (from Magnesium Sulfate) 6 mg.
lodine (from Potassium lodide) 0.15 mg.
Potassium (from Potassium Sulfate) 5 mg.
Zinc (from Zinc Sulfate)
**Enzymatically active defatted material obtained from
1,500 mg. whole fresh liver and stomach.
***Enzymatically active defatted material obtained from
***Enzymaticany active delatted material obtained from

750 mg. of whole fresh pancreas. Dosage: 3 capsules daily, with meals.

Supplied: Bottles of 60 capsules, prescription only.

NEW NEOBON LIQUID

A GERIATRIC TONIC

Now also available for your consideration is NEOBON LIQUID, which provides hematinic action, improved carbohydrate and protein utilization, gonadal and thyroid hormone supplementation and a mild antidepressant action.

The pleasant tasting liquid is especially indicated when a combined attack against nutritional, physiological and mental depression is indicated. Each teaspoonful (5 cc.) of pleasant-tasting NEOBON LIQUID contains:

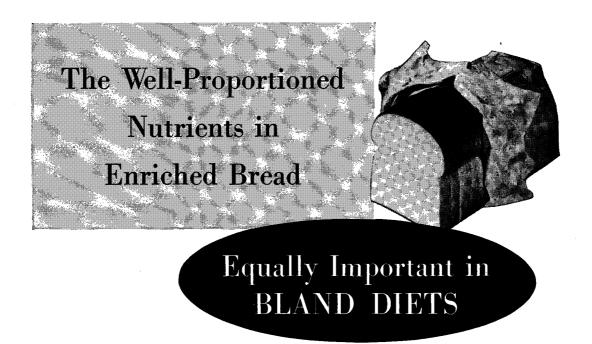
Ferrous Glucoi	-	•							_		_		30 mg
Ascorbic Acid													50 mg
d-Amphetamin	е	Sul	fate	•						•	•		
Folic Acid .	•	•		•	•	•	•		•	•	•	•	167 mcg
Vitamin B ₁₂	•	•	•	•	•	•	•	•	•	٠	٠	•	
I-Thyroxine	٠.	•	•	٠	٠	•	•	•	•	•	•	•	0.1 mg
Ethinyl Estradi	01	•	•	•	٠	•	•	•	•	٠	٠	•	1 mcg
Methyltestoste	ro	ine	•	•	•	•	•	•	•	٠	٠	•	T mg
Liver Fraction	,	•	•	•	•	•	•	•	•	•	٠	•	25 mg
Ethyl Alcohol													
Dosage: One in required.													
Supplied: In	16	flu	id	our	ice	bo	ttle	es,	pre	esc	rip	tion	only.

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ary) 1955. 5. Rosenberg, H. R., et al.: Arch. Blochem. and Blophys. 49:263, 1954. 6. Bricker, M., Mitchell, H. H. and Kinsman, G. M.: J. Nutrition 30:269, 1945. 7. Masters, W. H. and Ballew, J. W.: Geriatrics 10:1, 1 (January) 1955.





Whether the bland diet is prescribed in peptic ulcer, gastritis, enteritis, colitis, or postoperatively, Enriched Bread fits the aims of the diet and at the same time provides a well-proportioned list of needed nutrients.

Enriched bread, plain or toasted, is bland in nature, soft and open in texture, and almost neutral chemically. The fresh appeal of enriched bread, its pleasant taste, and its easy blending with other foods, combine to give it a significant place in bland diets.

The added nutrients of enriched bread are selected qualitatively and quantitatively because of their importance in everyday nutrition. They have proved particularly advantageous when the intake of certain vitamin-bearing foods must be restricted.

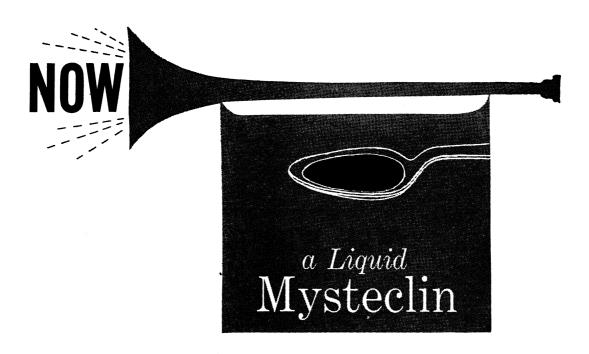
Six average slices of enriched bread (containing 4% added nonfat milk solids) provide 12 grams of good quality protein (flour protein supplemented with milk protein), 0.36 mg. of thiamine, 0.26 mg. of riboflavin, 3.35 mg. of niacin, 3.5 mg. of iron, and 126 mg. of calcium.

These amounts represent from 16 to 29 per cent of the respective daily needs for good adult nutrition.

AMERICAN BAKERS ASSOCIATION

20 NORTH WACKER DRIVE . CHICAGO 6, ILLINOIS

The nutritional statements made in this advertisement have been reviewed by the Council on Foods and Nutrition of the American Medical Association and found consistent with current authoritative medical opinion.



MYSTECLIN SUSPENSION

Steclin-Mycostatin

(Squibb Tetracycline-Nystatin)

Another form of the only broad spectrum antibiotic preparation with added protection against monilial superinfection

PLEASANT TASTING — Mysteclin Suspension is pleasantly fruit-flavored and will appeal to taste-conscious youngsters as well as to adults who prefer liquid medication.

BROADLY EFFECTIVE — Mysteclin Suspension provides well tolerated therapy for the many common infections which respond to tetracycline—and also acts to prevent monilial overgrowth.

READY-TO-TAKE — Mysteclin Suspension requires no reconstitution and can be given by simple teaspoon dosage to patients of all ages.

MYSTECLIN SUSPENSION: a fruit-flavored oil suspension containing the equivalent of 125 mg. Steclin (Squibb Tetracycline) Hydrochloride and 125,000 units Mycostatin (Squibb Nystatin) per 5 cc. teaspoonful. Supplied in two-ounce bottles.

Also available as Capsules (250 mg. Steclin Hydrochloride and 250,000 units Mycostatin) and Half Strength Capsules (125 mg. Steclin Hydrochloride and 125,000 units Mycostatin).



Squibb Quality - the Priceless Ingredient

"MYSTECLIN'®, "STECLIN'®, AND "MYCOSTATIN"® ARE SQUIBB TRADEMARKS

GEMLE is the word for Noludar

Mild, yet positive in action, Noludar 'Roche' is especially suited for the tense patient who needs to relax and remain clear-headed —or for the insomniac who wants a refreshing night's sleep without hangover. Not a barbiturate, not habit-forming. Tablets, 50 and 200 mg; elixir, 50 mg per teasp.

Noludar brand of methyprylon (3,3-diethyl-5-methyl-2,4-piperidinedione)



ROCHE

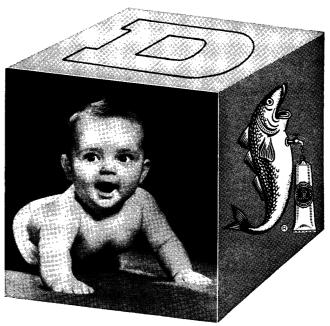
Original Research in Medicine and Chemistry

there is nothing quite like-

INTME

rich in **COD LIVER OIL**

to keep baby's skin clear, smooth, supple, free from rash. excoriation and chafing



Desitin Ointment has proven its soothing, protective, healing qualities1-4 in over 30 years of use on millions of infants in ...

DIAPER RASH - DERMATITIS - INTERTRIGO - IRRITATION



Tubes of 1 oz., 2 oz., 4 oz., and 1 lb. jars.

CHEMICAL COMPANY

812 Branch Ave., Providence 4, R. I.

- Grayzel, H. G., Heimer, C. B., and Grayzel, R. W.: New York St. J. M. 53:2233, 1953.
 Heimer, C. B., Grayzel, H. G., and Kramer, B.: Archives of Pediatrics 68:382, 1951.
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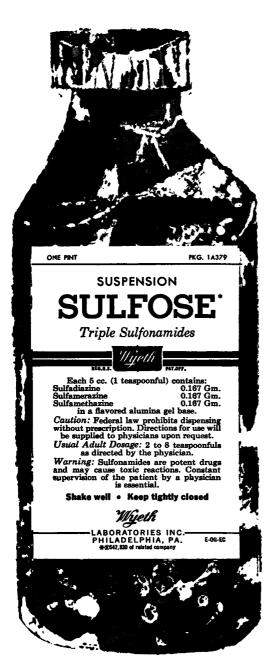
 3. Behrman, H. T., Combes, F. C., Bobroff, A., and Leviticus, R.: Ind. Med. & Surgery 18:512, 1949.

 4. Turell, R.: New York St. J. M. 50:2282, 1950.

Desitin Ointment contains Norwegian cod liver oil, zinc oxide, talcum, petrolatum, and lanolin.

modern sulfonamide therapy

Stilfose



It is significant that sulfonamide therapy has gained new recognition by the medical profession. With improved, effective, relatively non-toxic sulfonamides the physician can control a great variety of upper respiratory, gastrointestinal, and urinary tract infections. Sulfose is particularly notable for the sustained and high sulfonamide blood levels it produces, and its relative freedom from untoward side reactions. A special base and flavoring give this suspension excellent stability and a pleasant taste. Bottles of one pint.

Meth-Dia-Mer Sulfonamides

Each teaspoonful (5 cc.) contains:

sulfadiazine 167 mg. sulfamerazine 167 mg. The Triple Sulfas sulfamethazine 167 mg.

Also available as Tablets Sulfose in bottles of 100 and 1,000.



CITRA CITRA CITRA CITRA CITRA A 젎 CIL CITRA CITRA CIT CITRA RA CIT CITRA Ħ A CITRA CITRA CITR CITRA "YOU MUST DO SOMETHING, DOCTOR, A HE'S SNEEZING HIS HEAD OFF." \mathbf{Q} $\mathbf{R}\mathbf{A}$ TI CIL 멌 CITRA CITRA CITRA CITRA

For common colds, coughs, hay-fever and allergies—Citra capsules or syrup!

5 way action

- 1. Restore and maintain capillary integrity 2. Decongestant
- 3. Antihistaminic 4. Analgesic 5. Antipyretic (capsules) Expectorant (syrup)

Hesperidin and Vitamin C aid in restoring and preserving normal capillary function, important in the control of colds and allergies. Phenylephrine HCI. assists in clearing nasal and bronchial tracts. Multiple anti-histamines alleviate undesirable side effects without reducing antihistamine effectiveness. For analgesic and antipyretic effect, the capsules contains a powerful "APC" group. For its analgesic effect, the syrup contains dihydrocodeinone, more potent than codeine, less constipating, with low addiction liability. Sedative expectorant action in the syrup is achieved with potassium chloride, sodium-free salt.

5 way approach

	Each CITRA CAPSULE provides:	
(1)	Hesperidin purified (Citrus Bioflavonoid) 100.0	m
		m
(2)	Phenylephrine Hydrochloride 5.0	m
(3)	Prophenpyridamine Maleate 6.25	m
	Methapyrilene Hydrochloride 8.33	m
	Pyrilamine Maleate 8.33	
(4 & 5)	Salicylamide	
, ,		m
	Caffeine Alkaloid 30.0	m

Each	5	cc.	(teaspoonful)	of	CITRA	SYRUP	contains:
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Lacii 5 cc. (teaspoolilai) oi oilka siko	Contai	
(1) Hesperidin Methyl Chalcone		
(Citrus Bioflavonoid)	8.33	mi
Vitamin C	30.0	mi
(2) Phenylephrine Hydrochloride	2.5	mi
(3) Prophenpyridamine Maleate		
Pyrilamine Maleate		
(4) Dihydrocodeinone Bitartrate	1.66	mi
(5) Potassium Citrate		
In a flavored syrup base, Alcohol 2%		
Exempt Narcotic		

PROFESSIONALLY PROMOTED, ONLY

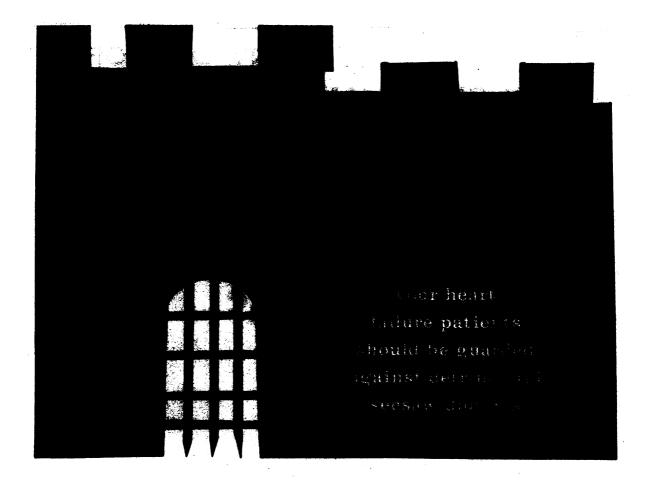
Both Citra formulas available at all prescription pharmacies. Citra Capsules packaged in bottles of 100 and 1000. Citra Syrup in pints and gallons. Literature on request.

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Vitamin C. Am. J. Digestive Diseases, 17:92.



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PATIENTS IN FAILURE NEED AN ORGANOMERCURIAL

Limiting dosage to once daily to avoid refractoriness, or omitting alternate days to circumvent gastrointestinal irritation—necessary with some diuretics—results in a seesaw of diuresis with fluid reaccumulation and recurrent strain on the already failing heart.

With the organomercurials, dosage is individualized and administered as needed, to produce sustained, dependable divresis.

TABLET

NEOHYDRIN®

BRAND OF CHLORMERODRIN (18.3 Mg. of 3-CHLOROMERCURI-2-METHOXY-PROPYLUREA

EQUIVALENT TO 10 MG. OF NON-IONIC MERCURY IN EACH TABLET)

a standard for initial control of severe failure

MERCUHYDRIN® SODIUM

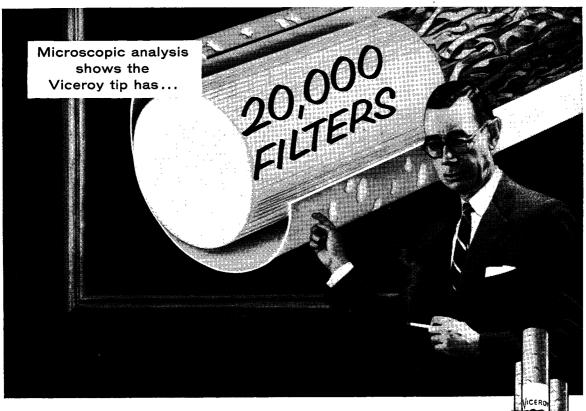
BRAND OF MERALLURIDE INJECTION

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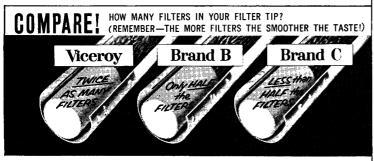


HERE'S WHY SO MANY DOCTORS NOW SMOKE AND RECOMMEND

VICEROY



Twice as Many Filters
as the other two largest-selling filter brands
For the Smoothest Taste in Smoking!



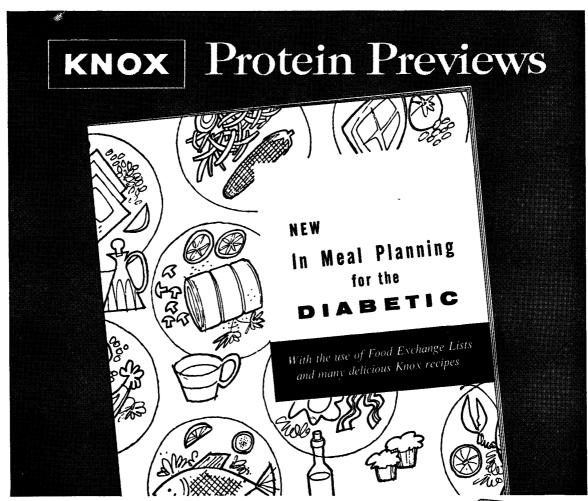
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Newest Knox Brochure Aids Dietary Management of Diabetics



Although more than 50% of diabetics can be managed with proper diet, continued success is dependent upon proper motivation of patients. Determination to abide by dietary restrictions is also important for the diabetic being managed with insulin.

The new Knox booklet "New Variety in Meal Planning" has been prepared to help the physician enlist the patient's enthusiasm for dietary measures and to help maintain this enthusiasm. It explains the importance of diet to the diabetic, shows him how to use the newest dietary advance —Food Exchange Lists¹—and then describes how to provide tasty variety with 14 pages of tested, diabetic recipes.

"New Variety in Meal Planning" makes no attempt to prescribe a system of treatment. It shows how the recipes described may be used to good

advantage in practically any system of diabetic management. If you would like a supply for your practice, use coupon below.

1. Developed by the U. S. Public Health Service assisted by committees of The American Diabetic Association, Inc. and The American Dietetic Association.

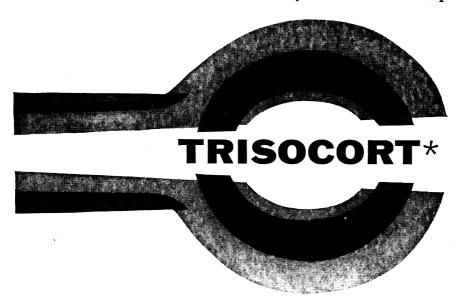
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Please send me......copies of the new Knox diabetic brochure describing the use of Food Exchange Lists.

YOUR NAME AND ADDRESS

in those intranasal disorders

where thick mucopurulent discharge indicates there is secondary bacterial infection, prescribe



'Trisocort' Spraypak* is the intranasal preparation which provides:

- (a) Hydrocortisone— the most effective intranasal anti-inflammatory agent: to reduce inflammation, edema, and engorgement.
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- (c) 2 decongestants— phenylephrine hydrochloride and Paredrine†
 Hydrobromide: to assure both rapid
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Formula: Hydrocortisone alcohol, 0.02%; gramicidin, 0.005%; neomycin sulfate (equivalent to neomycin base, 0.60 mg./cc.); polymyxin, 2000 U/cc.; phenylephrine hydrochloride, 0.125%; 'Paredrine' Hydrobromide, 0.5%; preserved with thimerosal, 1:100,000. Available in ½ fl. oz. squeeze bottles.

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*Trademark †T.M. Reg. U.S. Pat. Off. for hydroxyamphetamine hydrobromide, S.K.F.



THIS HYPERTENSIVE PATIENT IS A CANDIDATE FOR



PROTOVERATRINES A AND B WITH RESERPINE

Conservative therapy in hypertension can be made more effective

EFFECTIVE: When combined with reserpine, hypotensive effects of protoveratrines A and B can be achieved with smaller dosage. Side effects are markedly reduced.

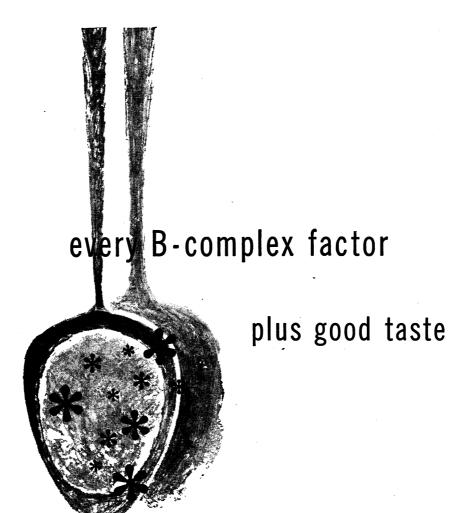
SAFE: Veralba-R can be given routinely without causing postural hypotension or impairing the blood supply to the heart, brain and other vital organs. Dosage is simple.

ACCURATE: Potency is defined by chemical assay. All ingredients are in purified, crystalline form.

Each Veralba-R tablet contains 0.4 mg. of protoveratrines and 0.08 mg. of reserpine. Bottles of 100 and 1000 scored tablets.

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Each teaspoonful (4 cc.) contains:

- * Thiamine HCl (B₁) 2 mg.
- * Riboflavin (B2) 2 mg.
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- * Folic Acid 0.2 mg.
- * Pyridoxine HCl (B₆) 0.2 mg.
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- * Inositol 10 mg.
- * Soluble Liver Fraction 470 mg.
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Provides the necessary good taste "plus" to a complete B complex formula with B₁₂ and Folic Acid.

A flavor that does not "wear thin" or go "flat" over the prolonged dose regimen necessary with vitamin supplementation.

LEDERPLEX is also available in Capsule, Tablet and Parenteral forms.



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ANNOUNCING

in clinically important infections than any other antibiotic

FOR MOST INFECTIONS

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(NOVOBIOCIN-PENICILLIN G, MERCK)

THE ANTIBIOTIC PRODUCT MOST LIKELY TO BE EFFECTIVE

COMPARE THESE ADVANTAGES:

- 1. Proved effectiveness in the largest number of clinically important infections including those caused by antibiotic-resistant staphylococci and proteus.
- 2. Therapeutic, *bactericidal* blood levels are promptly achieved.
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- 4. No yeast or fungal super-infections nor any antibiotic-induced enteritis, vaginitis or proctitis have been reported following CATHOCILLIN.
- 5. No problems of cross-resistance have been encountered with CATHOCILLIN.
- 6. The normal intestinal flora is not disturbed by CATHOCILLIN.

DOSAGE: for adults—two capsules q.i.d.; for children under 100 lbs.—dosage in proportion to weight (e.g. one capsule q.i.d. for a child weighing 50 lbs.).

CONSIDER CATHOCILLIN FIRST

-for these clinically important infections:tonsillitis;pharyngitis;pneumonia; otitis media; cervical lymphadenitis; streptococcal sore throat; infected tooth sockets; Vincent's infection; acne and superficial skin infections; impetigo; boils, furuncles and carbuncles; lung abscess; bronchitis; mastitis; osteomyelitis; wound infections; postoperative wound infections and infected lacerations; staphylococcal enteritis, staphylococcal diarrhea of the newborn; peritonitis (caused by susceptible organisms); pelvic inflammatory disease; gonorrhea; gonococcal arthritis; urethritis; scarlet fever; erysipelas.

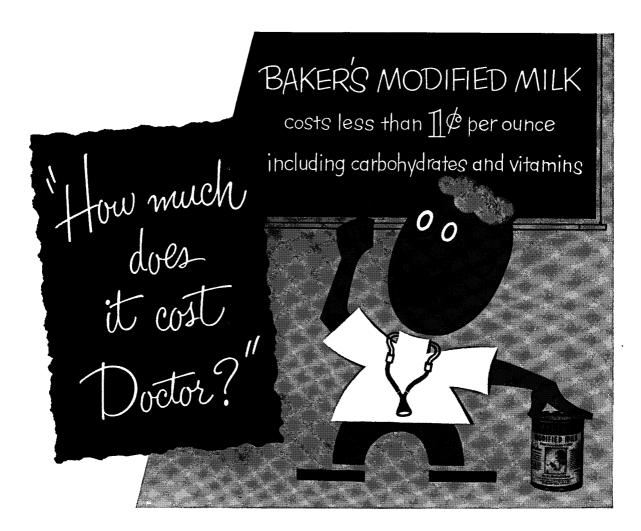
SUPPLIED: Blue and white capsules of 'Cathocillin'

-each containing 125 mg. of 'Cathomycin' (as
Sodium Novobiocin, Merck) and 75 mg. (125,000

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In one prescription the one antibiotic product most likely to be effective





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When a mother asks about the cost of a formula for her baby, your answer can truthfully be "Baker's is economical."

Baker's is a complete food containing added carbohydrate, and adequate amounts of all known essential vitamins and minerals. Because Baker's is sold at an extremely low price, one ounce of formula costs less than a penny—about \$1.50 per week for most infants.

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you can count on cooperation when you use...

When you prescribe SUSPENSION CHLOROMYCETIN PALMITATE for sick youngsters, no tears or tantrums at medicine time threaten your dosage schedule. Children readily accept this tempting, custard-flavored preparation of CHLOROMYCETIN (chloramphenicol, Parke-Davis). Succeeding doses are taken as readily as the first, because SUSPENSION CHLOROMYCETIN PALMITATE is easy to swallow and leaves no unpleasant aftertaste.

To simplify therapy still further, SUSPENSION CHLOROMYCETIN PALMITATE does not require refrigeration and may be kept conveniently in the sickroom. Its liquid form enables flexibility of dosage easily.

CHLOROMYCETIN is a potent therapeutic agent and, because certain blood dyscrasias have been associated with its administration, it should not be used indiscriminately or for minor infections. Furthermore, as with certain other drugs, adequate blood studies should be made when the patient requires prolonged or intermittent therapy.



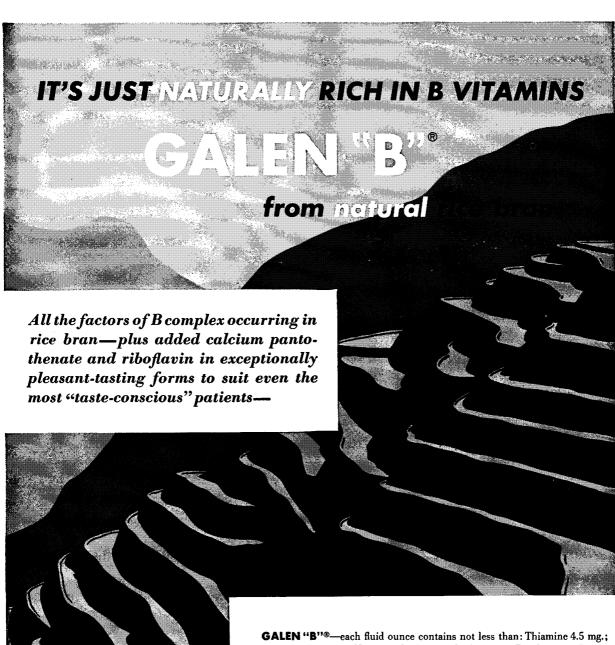
... Suspension

Chloromycetin[®] Palmitate

pleasant-tasting Chloromycetin for pediatric use

Supplied: SUSPENSION CHLOROMYCETIN PALMITATE, containing the equivalent of 125 mg. of CHLOROMYCETIN per 4 cc., is available in 60-cc. vials.





GALEN "B" —each fluid ounce contains not less than: Thiamine 4.5 mg.; Riboflavin 4.5 mg.; Niacin and niacinamide 60.0 mg.; Pyridoxine 4.5 mg.; Pantothenic acid 12.0 mg.; Inositol 225.0 mg.; Choline 300.0 mg.; Biotin 0.03 mg., plus all other factors of the B complex group natural to rice bran.

ELIXIR GALEN "B"® FORTIFIED—each fluid ounce contains not less than: Thiamine 10.0 mg.; Riboflavin 5.0 mg.; Niacin and niacinamide 60.0 mg.; Pyridoxine 4.5 mg.; Pantothenic acid 12.0 mg.; Inositol 112.0 mg.; Choline 150.0 mg.; Biotin 0.015 mg.; Iron (as iron and ammonium citrate) 32.0 mg.; Manganese (as manganese citrate) 16.0 mg., plus all other factors of the B complex group natural to rice bran.

GALEN® MULTIVITAMIN TABLETS—two tablets contain: Vitamin A 5000 U.S.P. units; Vitamin D 800 U.S.P. units; Ascorbic acid 100 mg.; Thiamine 5 mg.; Riboflavin 4 mg.; Niacinamide 30 mg.; Pyridoxine 1 mg.; Calcium pantothenate 5 mg.; Vitamin E 2 mg.; Iron 15 mg.; Manganese 6 mg.; Iodine 0.1 mg.; Copper 1 mg.; Calcium 200 mg.; Phosphorus 150 mg.

Rare-Galen Division of White Laboratories, Inc., Kenilworth, N. J.

Lysine plus vitamins

to help children eat more,

grow more!

INCREMIN combines the amino acid lysine with vitamins B_1 , B_6 and B_{12} —essential nutrients that stimulate appetite, and promote more efficient utilization of protein. For children who are problem eaters, for the underweight, for the generally below-normal child—INCREMIN will usually produce a remarkable and prompt improvement!

Cherry flavor. Can be mixed with milk, milk formula, or other liquid. In 15 cc. polyethylene dropper bottle.

Excellent for the elderly! INCREMIN serves equally well to stimulate lagging appetites in geriatric patients.

INCREMIN

Lysine-Vitamin Drops



LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY, PEARL RIVER, NEW YORK

Immediate and Sustained

TRANQUILLITY

Reserpine 7 Mebaral®

Each tablet contains:

Reserpine......0.15 mg. for hypothalamic action

Mebaral......30 mg. for cortical action

ANXIETY AND TENSION STATES
PREMENSTRUAL TENSION
MENOPAUSAL SYNDROME
ESSENTIAL HYPERTENSION
ANGINA PECTORIS
CORONARY OCCLUSION

DOSE: 1 tablet 3 times daily. SUPPLIED: Bottles of 100 tablets.

Religious without hiss influences

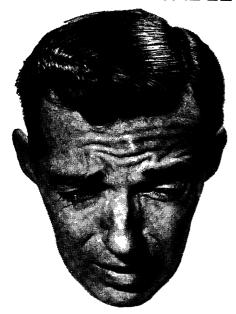
Winthrop LABORATORIES
NEW YORK 18, N. Y.

Mebaral (brand of mephobarbital), trademark reg. U.S. Pat. Off.

FOR PAIN



TABLETS



BETTER THAN CODEINE PLUS APC

controls pain faster
... usually within 15 minutes
controls pain longer
... usually for 6 hours
seldom constipates

Adult Dosage: 1 PERCODAN* Tablet q. 6 h.

Telephone Rx Permitted



ENDO LABORATORIES INC. Richmond Hill 18, New York

*U.S. Pat. 2,628,185; PERCODAN contains dihydrohydroxycodeinone hydrochloride 4.50 mg.; dihydrohydroxycodeinone terephthalate 0.38 mg.; homatropine terephthalate 0.38 mg.; acetylsalicylic acid 224 mg.; phenacetin 160 mg.; caffeine 32 mg. per tablet. May be habit-forming.

California MEDICINE

CLASSIFIED ADVERTISEMENTS

Rates for these insertions are \$5 for fifty words or less; additional words 6 cents each

Copy for classified advertisements should be received not later than the tenth of the month preceding issue. • Classified advertisers using Box Numbers forbid the disclosure of their identity. Your inquiries in writing will be forwarded to Box Number advertisers.

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NOTICE

WANTED TO PURCHASE—Good used portable G-E X-ray 30 M.A. Must be in good condition. Have a portable G-E 10 M.A. X-ray in excellent condition for sale, price \$250.00. Box 93,070, California Medicine

PHYSICIANS WANTED

CALIFORNIA LICENSED PHYSICIAN SURGEONS WANTED: Contact us for registration forms and information on our many excellent opportunities in California. Outstanding openings in GENERAL PRACTICE, INDUSTRIAL AND THE SPECIALTIES. . . associations, assistantships, groups, locations for private practice in NORTH-ERN, CENTRAL AND SOUTHERN CALIFORNIA. PACIFIC COAST MEDICAL BUREAU agy., 703 Market Street, SAN FRANCISCO, or 510 West Sixth Street, LOS ANGELES.

CALIFORNIA NOW OFFERING APPOINTMENTS as Chiefs of Service to Board-eligible or certified physicians with wide experience. Will head staff in a major medical division in State mental hospitals (Los Angeles area, Stockton, and Porterville). Starting salaries \$1,050 to \$1,100 a month depending on qualifications. Must be United States citizen and meet State licensing requirements. For details write Dr. Walter Rapaport, Director, Department of Mental Hygiene, 1320 K Street, Sacramento 14, California.

GENERAL PRACTITIONER WANTED, California license, one who is able to speak Spanish. Have available a proper medical suite in same medical court in San Diego, at reasonable rent; lease if desired. I have a large practice of which about third is Spanish speaking, and there is a large overflow. In return for covering my calls every other weekend I will refer the overflow to help you establish a good practice. Box 93,045, California Medicine.

GENERAL PRACTITIONER, married, under 35 years of age to assist 3 man general practice. Salary progressing to active partnership. Call nights and week-end to be rotated. Rapidly growing California community of 8,000 and within 60 miles of San Francisco. Fully equipped office with Clinical Laboratory, X-ray, et cetera. 8 minutes from Hospital Facilities. Box 93,055, California Medicine.

OPENING IN THREE DOCTOR SELF-OWNED OFFICES for young doctor (25-35) capable of doing general practice including obsettrics and some surgery. Salary leading to partnership. Rapidly growing area. Hospital facilities. Fairfield, California. Felix R. Rossi, Jr., M.D., P. O. Box 825, Fairfield, California. Telephone: Harrison 5-2997.

INTERNIST, Alaska Association, \$20,000 to start, potential \$40,000; SURGEON, willing to do some general practice, excellent Association with established group south of San Francisco; OBSTETRICIAN-GYNECOLOGIST group Association; OPHTHALMOLOGIST, Association, \$1,000 to start; ORTHOPEDIST, well established group; PEDIATRICIAN, San Francisco Bay Area Association; OTOLARYNGO-LOGIST, Association with outstanding group; MANY EXCELLENT OPPORTUNITIES in all SPECIALTIES and GENERAL PRACTICE throughout the WEST. Please contact Norma Rohl, THE MEDICAL CENTER AGENCY, 26 O'Farrell Street, San Francisco, YUkon 2-3412.

LONG BEACH, CALIFORNIA—WANTED—GENERAL PRACTITIONER. Well trained man or woman interested in starting own practice with no investment and assured income. General Practitioner, established 25 years with large practice and two unit well located and equipped medical building wants to semi-retire and will refer much work to new doctor. Box 93,095, California Medicine.

MEDICAL EXAMINER wanted by San Bernardino County to perform pre-employment and other physicals. Beginning salary \$713 with increases to \$886. Paid vacations, holidays and sick leave; retirement plan and part-paid health insurance. For further details, write San Bernardino County Civil Service office, 236 Third Street, San Bernardino, California.

ORTHOPEDIC SURGEON, California, Boards or eligible, for association with established Board Orthopedic Surgeon leading to partnership. Start \$15,000 per year. Send qualifications and plan personal visit to J. Howard Varney, M.D., 1801 - 28th Street, Bakersfield, California.

PEDIATRICIAN AND INTERNIST, BOARD CERTIFIED OR QUALIFIED. Well established group, Brentwood, West Los Angeles, Independent practice available from outset. Ideal working conditions, fast start. Box 92,275, California Medicine.

THERE IS A VACANCY for the position of staff psychiatrist at Compton Sanitarium, a 90-bed psychiatric hospital approved for residency training. Active service. Experience in both somatic therapies and dynamic psychiatry required. Salary open. Opportunities for private practice. Write to G. Creswell Burns, M.D., Medical Director, 820 West Compton Blvd., Compton, California.

SITUATIONS WANTED

GENERAL PRACTITIONER—Main interest surgery. Age 45. 20 years practice Middle West. Desires relocation in California. Association or purchase of active practice. California licensed. Box 92,125, California Medicine.

OPHTHALMOLOGIST—Completing Board eligible residency, University center, November 1956, age 35, family, California and Oregon license, Category IV, desires location for private practice or association.

Available for personal interview December 1, 1956. Box 93,050, California Medicine.

RADIOLOGIST—BOARD CERTIFIED, authorized to use Radioactive Isotopes. Age 39, married, good health, Class IV veteran, experienced. Excellent references. Desires association with Radiology group or partnership. San Francisco Bay Area preferred. Box 93,040, California Medicine.

NEW YORK PSYCHIATRIST, middle-aged, Board eligible, experienced in individual and group analytical therapy, also physical therapy, seeks association with individual, group or practice opportunity in California. Box 93,075, California Medicine.

UROLOGIST: Completed residency in June 1956. Age 37, married, Category IV, would like association with established Urologist, group or clinic. Box 93,080, California Medicine.

LOCUM TENENS WANTED

PHYSICIAN WANTED for one month General Practice locum tenens while doctor undergoes surgery. Busy small town practice, local hospital, in San Josquin Valley. Give full details in first letter. Reply Box 93,085, California Medicine.

PROFESSIONAL AND TECHNICAL AIDES

WANTED—LABORATORY TECHNICIAN, licensed or qualified. 75 bed general hospital. Pathologist directed laboratory. Pleasant rural community of 10,000. \$325-375 plus calls. Write Miss Lucille Mahoney, Chief Technician, Watsonville Community Hospital, Watsonville, California.

PRACTICES FOR SALE

ESTABLISHED GENERAL PRACTICE in rapidly growing area of eastern Los Angeles County near foothills. Eight (8) room building with X-ray. Gross past \$38,000. Two (2) hospitals nearby. Ideal for 1 or 2 men. Will introduce. Box 95,030, California Medicine.

GENERAL PRACTICE in South Santa Monica Bay Area. Best location, completely set up. Rent reasonable. Will sell entire set up for \$2500 on terms. Box 93,065, California Medicine.

(Continued on Page 106)

FOR PAIN

with mild daytime sedation



CAPSULES



IDEAL ANALGESIC/SEDATIVE FOR DAYTIME USE

controls pain faster
... usually within 15 minutes
controls pain longer
... usually for 6 hours

seldom constipates

by the effect of <u>ultrashort-acting</u> <u>hexobarbital</u> swiftly controls painmagnifying psychic factors usually <u>without</u> causing drowsiness or "hangover."

Adult Dosage: 1 PERCOBARB* Capsule q. 6 h.
Telephone Rx Permitted



ENDO LABORATORIES INC. Richmond Hill 18, New York

*U.S. Pat. 2,628,185; PERCOBARB contains dihydrohydroxycodeinone hydrochloride 4.50 mg.; dihydrohydroxycodeinone terephthalate 0.38 mg.; hexobarbital 100 mg.; homatropine terephthalate 0.38 mg.; acetylsalicylic acid 224 mg.; phenacetin 160 mg.; caffeine 32 mg. per capsule. May be habit-forming.

24-hour control

for the majority of diabetics



GLOBIN INSULIN 'B.W. & CO'.

a clear solution . . . easy to measure accurately

Discovered by Reiner, Searle, and Lang in The Wellcome Research Laboratories



BURROUGHS WELLCOME & CO. (U.S.A.) INC. •

Tuckahoe 7. New York

a **new** gerontotherapeutic preparation

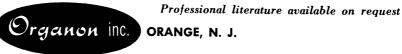


VISTABOLIC®

The clinical picture of the geriatric patient may be said to be the sum total of decades of stresses and strains. Vistabolic® is a new gerontotherapeutic preparation designed to help geriatric patients bridge periods of unusual stress. It combines both anabolic and adrenal hormones with Vitamin B_{12} with Intrinsic Factor Concentrate in oral tablets, and anabolic and adrenal hormones with high concentrate Liver Injection, U.S.P. in the parenteral form. These ingredients provide the geriatric patient with direct support in areas where deficiencies are likely to occur during stressful situations.

Each oral tablet provides: Hydrocortisone 1.0 mg. Stenediol® (Methandriol) 10.0 mg. Bifacton® (Vitamin B12 w/Intrinsic Factor Concentrate) 2.2 U.S.P. oral unit Each cc provides: Hydrocortisone acetate 1.0 mg. Stenediol® (Methandriol) 10.0 mg. Vitamin B12 activity (Pernaemon® Liver Injection, U.S.P.) 20.0 mcg.

Available in 10-cc vials and boxes of 30 tablets





For preventing

and treating

upper respiratory

infections

Achrocidin*

Tetracycline-Antihistamine-Analgesic Compound



Available on prescription only

ACHROCIDIN is a well-balanced, comprehensive formula directly modifying the complications of the common cold or upper respiratory infections.

In addition to the direct benefit of rapid symptomatic improvement, Achrocidin promptly controls the bacterial component frequently responsible for the development in susceptible individuals of sequelae such as otitis media, sinusitis, adenitis, and bronchitis.

ACHROCIDIN is convenient for you to prescribe—easy for the patient to take. Average adult dose: two tablets three or four times daily.

 ACHROMYCIN® Tetracycline
 . 125 mg.

 Phenacetin
 . 120 mg.

 Caffeine
 . 30 mg.

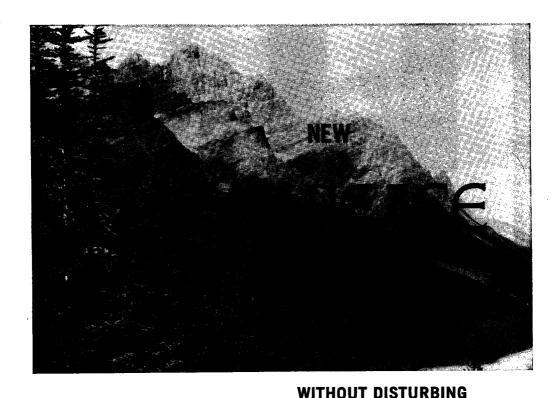
 Salicylamide
 . 150 mg.

 Chlorothen Citrate
 . 25 mg.

 Bottle of 24 tablets.

LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY, PEARL RIVER, NEW YORK





MENTAL ACUITY

ATARAXIC IN LIQUID FORM

PROMPT-ACTING, **GOOD-TASTING**



ATARAX SYRUP



FAST —begins to induce "peace of mind" within 15 minutes.1

EFFECTIVE - approximately 90% clinical response in anxiety and tension states.1,2,3

WELL-TOLERATED—virtually no side effects are reported. No toxic action on liver, blood or brain.^{1, 2, 3}

DOSAGE: Adults, usually one 25 mg. tablet or two tsp. Syrup, t.i.d. Children, usually one 10 mg. tablet or one tsp. Syrup, once or twice daily. Adjust as needed.

SUPPLIED: In tiny 25 mg. (green) tablets, and 10 mg. (orange) tablets, bottles of 100. ATARAX Syrup in pint bottles, containing 2 mg. ATARAX per cc.

References. 1. Farah, Luis: Int. Rec. of Med. & Gen. Prac. Clin. 169:379 (June) 1956. 2. Shalowitz, M.: Geriatrics, July, 1956. 3. Robinson, H. M. et al: J.A.M.A. 161:604 (June 16) 1956.

In Angina Pectoris



fastest relief of
the acu

MEDIHALER-NIT
(1%) in aero
ered by metered-d
using the lungs as
assures fastest re
effect; it is free fi
irritating odor, and
duce side actions
cerin and amyl nit

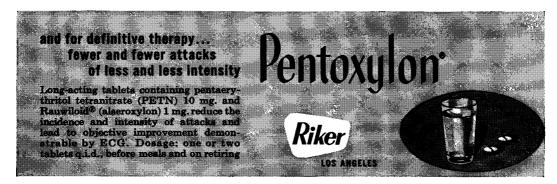
To be used on
HALER® ORAL ADA
breakable plasti
parts. Medicatio
into pocket-size pl
One or two inhalati
relief of an attack

the acute attack

MEDIHALER-NITRO is octyl nitrite (1%) in aerosol solution; delivered by metered-dosage nebulization, using the lungs as portal of entry, it assures fastest relief and prolonged effect; it is free from disagreeable, irritating odor, and less apt to produce side actions than are nitroglycerin and amyl nitrite.

To be used only with the MEDI-HALER® ORAL ADAPTER made of unbreakable plastic with no moving parts. Medication and Adapter fit into pocket-size plastic carrying case. One or two inhalations provide prompt relief of an attack of angina pectoris.

MEDIHALER...The New Measured-Dose Principle of Nebulization





the Emblems of RELIABLE PROTECTION

We cordially invite your inquiry
for application for membership
which affords protection against
loss of income from accident and
sickness as well as benefits for
hospital expenses for you and
all your dependents.



\$4,500,000 ASSETS \$23,800,000 PAID FOR BENEFITS SINCE ORGANIZATION

Since 1902

PHYSICIANS CASUALTY AND HEALTH ASSOCIATIONS OMAHA 2, NEBRASKA

CLASSIFIED ADVERTISEMENTS

(Continued from Page 99)

PRACTICES FOR SALE (Continued)

GENERAL PRACTICE: Splendid opening for someone wishing to practice in downtown San Francisco. Established for over 20 years, and present practitioner would remain with buyer for several weeks to introduce him to patients. Completely equipped office with attractive waiting room, nurse's office, three treatment rooms and private office. Terms may be arranged. Box 93,090, California Medicine.

OFFICES FOR RENT OR LEASE

FOR RENT—Location for specialist in growing community in centrally located Medical Building in suburban metropolitan area of Oakland, California. Excellent opportunity for dermatologist, neurosurgeon. obstetrician-gynecologist, orthopod, orolaryngologist, pathologist, pediatrician, radiologist, urologist. Reasonable rent. Now available. San Leandro Medical Building Co., 1556 Leonard Drive, San Leandro, California. TRinidad 2-9200.

MEDICAL-DENTAL, NEW, six suites in Orange County, California's fastest growing county, well planned units, air conditioned, most modern conveniences used throughout. Pharmacy adjacent. Off street parking. Write Post Office Box 1321, Santa Ana, California, or telephone KImberly 5-5574.

FOR LEASE—Attractive suite with living quarters for physician. Located at 224 South Church Street in fog and smog free Grass Valley, California. Close to hunting, fishing, boating and winter sports. Two hours to Lake Tahoe or Squaw Valley. Inquire Frank Kieffer, 107 Bank Street, Grass Valley, California.

SPACE FOR TOMORROW! Preplanned office accommodations oriented toward integrated and comprehensive medical service in newly completed private medical building in San Francisco. Designed by physicians for functional floor plan, modern soundproofing facilities, central location. Maximum accessibility, convenient free parking, and functioning laboratories and pharmacy. Elevator service and all utilities provided. For lease information write to Box 93,060, California Medicine.

FOR LEASE: Space in new medical building, conveniently located near central part of Stockton. Ample off street and on street parking, no meters. Eight hundred square feet on ground floor. Ideal for general practice or specialty and located near local hospitals. Inquire, 222 East Acacia Street, Stockton, California.

STOCKTON, CALIFORNIA, MEDICO-DENTAL BUILDING. Opportunity in fast growing Stockton for internists, pediatricians, ENT, general practitioners. Stockton is rated as one physician to 1350 per capita. This is a 12 story, Class "A," air conditioned building catering exclusively to the medical profession. Complete facilities. Ample parking. Convenient to all transportation. OAKLAND, CALIFORNIA, MEDICAL CENTER BUILDING. Oakland's complete medical center on "The Hill." Adjacent to three leading hospitals, the new convalescent hospital, and all medical facilities. Medical Center Building is a five story, Class "A" structure catering exclusively to the medical profession. Strategically located at Summit and Thirtieth Streets, the hub of "The Hill. Convenient to transportation and parking. For information regarding available suites in either building telephone GLencourt 1-9911, or write Bay Cities Properties, 411 30th Street, Room 207, Oakland, California.

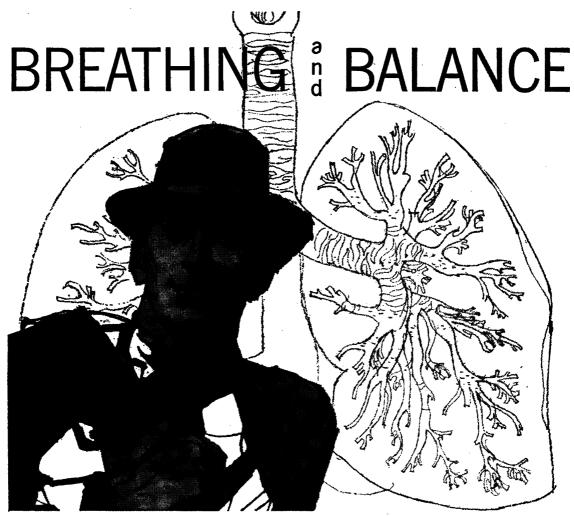
MEDICAL OFFICE FOR LEASE: New Modern Shake-roofed, 1184 sq. ft. Reception, Receptionist, Four (4) examining rooms, Consulting, Recovery and Lab rooms. Ready for occupancy December 1, 1956. Contact: A. M. Brown, 1807 Alvarado Street, Oceanside, California, Telephone: SAratoga 2-5362.

LARGE MEDICAL SUITE in new building in Los Altos, near El Camino Real and new Sears Roebuck store. Off street parking. 963 sq. ft., will accommodate two physicians, Rent: \$265 per month, \$175 per month first six months on 3½ year lease. Leo M. Sant, 1186 Los Altos Avenue, Los Altos, California. Telephone WHitecliff 8-5439 or DAvenport 5-1810.

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KODACHROME 8mm-16mm MOVIES! 35mm SLIDES! 35mm STEREOS! World's largest selection—Travel, U.S.A., National Parks, Florida, Alaska, Hawaii, Foreign, Wild Animals, Adventure, Varieties. Show complete, or add to your own. Free catalogs—Please specify mm-size. Colonial 247-B, Swarthmore, Pa.

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in bronchial asthma

Sterane Sterand of prednisolone

one of "the best therapeutic agents now available"*

Supplied: White, 5 mg. oral tablets, bottles of 20 and 100. Pink, 1 mg. oral tablets, bottles of 100. Both are deep-scored.

*Schwartz, E.: New York J. Med. 56:570, 1956.

provides restoration of breathing capacity — Relief of symptoms [bronchospasm, cough, wheezing, dyspnea] is maintained for long periods with relatively small doses.*

minimal effect on electrolyte balance — "in therapeutically effective doses... there is usually no sodium or fluid retention or potassium loss."* Lack of edema and undesirable weight gain permits more effective therapy particularly for those with cardiac complications.

PFIZER LABORATORIES, Brooklyn 6, New York Division, Chas. Pfizer & Co., Inc.



MERCK SHARP & DOHME

'REDIPLETE'

The active teenager...the growing-out-of-all-hisclothes youngster...the busy father...the weightwary homemaker...the oldster who faces his added years with spunk—each owes a debt to his physician for his present health and well-being.

And of course physicians recognize a responsibility to these individuals—for their continued health and wellbeing.

To help doctors in the nutritional phase of this important role, Merck Sharp & Dohme has developed nutritional formulas to fill varying nutritional needs, grouped, conveniently, under a single "family-name"—'REDIPLETE'.

Each 'REDIPLETE' formula is balanced for the <u>human</u> <u>organism</u>, on the basis of clinical evidence; this avoids the possibility of "driving out" or depleting one element because of the undue preponderance of another. You



MERCK SHARP & DOHME DIVISION OF MERCK & CO., Inc. Philadelphia 1, Pa.

'REDIPLETE'	Maintenance Formula	Maintenance Formula with Minerals	Therapeutic Formula with Intrinsic Factor	Therapeutic Formula with Intrinsic Factor and Minerals	Geriatric Formula with Minorals
Vitamin A Palmitate	5,000 u.	5,000 u.	20,000 u.	20,000 u.	5,000 u.
Vitamin D	500 u.	500 u.	2,000 u.	2,000 u.	••••
Vitamin C	50 mg.	50 mg.	150 mg.	150 mg.	50 mg.
VitaminBı	3 mg.	3 mg.	5 mg.	5 mg.	5 mg.
Vitamin B2	3 mg.	3 mg.	10 mg.	10 mg.	5 mg.
Vitamin Be	2 mg.	2 mg.	5 mg.	5 mg.	5 mg.
Vitamin B ₁₂	5 mcg.	5 mcg.	25 mcg.	25 mcg.	10 mcg.
Niacinamide	20 mg.	20 mg.	50 mg.	50 mg.	15 mg.
d-Calcium Pantothenate	5 mg.	5 mg.	10 mg.	10 mg.	5 mg.
Folic Acid	0.25 mg.	0.25 mg.	0.5 mg.	0.5 mg.	0.5 mg.
Mixed Tocopherols			10 I.Ū.	10 I.Ū.	10 I.Ŭ.
Intrinsic Factor Concentrate	••••	••••	5 mg.	5 mg.	5 mg.
Iron (as FeSO ₄)	•	15 mg.	••••	15 mg.	15 mg.





ANNOUNCES THE

FAMILY balancedform nutritional

balancedformula nutritional supplements

may prescribe 'REDIPLETE' preparations with the assurance that they reflect the <u>latest developments in nutritional science</u>. And that the 'REDIPLETE' formulas can and will be changed as new clinical evidence may warrant.

for each

'REDIPLETE' MAINTENANCE FORMULA

nutritional need,

'REDIPLETE' WITH MINERALS

a specific

'REDIPLETE' THERAPEUTIC

'Rediplete' formula-

'REDIPLETE' THERAPEUTIC WITH MINERALS

'REDIPLETE' GERIATRIC

'REDIPLETE'	Maintenance Formula	Maintenance Formula with Minerals	Therapeutic Formula with Intrinsic Factor	Therapeutic Formula with Intrinsic Factor and Minerals	Geriatric Formula with Minerals
Indian (as V.)		0.15 mg.		0.15 mg.	0.15 mg.
Iodine (as K ₁)	••••		••••		
Manganese (as MnSO ₄)	•	l mg.	••••	l mg.	l mg.
Cobalt (as CoSO ₄)		0.2 mg.		0.2 mg.	0.2 mg.
Potassium (as K2SO4)		5 mg.	••••	5 mg.	5 mg.
Molybdenum (as Na ₂ MoO ₄)		0.2 mg.		0.2 mg.	0.2 mg.
Zinc (as ZnSO ₄)	••••	l mg.	••••	1 mg.	1 mg.
Copper (as CuSO ₄)	••••	1 mg.	••••	1 mg.	1 mg.
Magnesium (as MgSO ₄)		5 mg.		5 mg.	5 mg.
Calcium (as CaHPO ₄)	•		••••	75 mg.	75 mg.
Phosphorus (as CaHPO ₄)	••••	••••		60 mg.	60 mg.
Choline Dihydrogen Citrate					100 mg.
Inositol	••••	••••			50 mg.
Rutin	• •	•••	••••	••••	25 mg.



ILOTYCIN-SULFA

(BRYTHROMYCIN WITH TRIPLE SULFAS, LILLY)

FOR ORAL SUSPENSION

Effective in over 90% of all bacterial infections you encounter.

'Ilotycin' is notably safe and well tolerated, free from allergic reactions and intestinal superinfections.

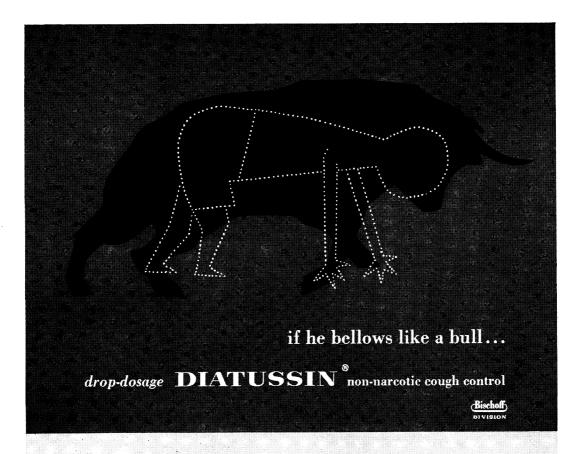
Formula: Each teaspoonful (5 cc.) provides 100 mg. 'Ilotycin' (Erythromycin,

Lilly), as the ethyl carbonate, plus 167 mg. each of sulfadiazine, sulfamerazine, and sulfamethazine.

Supplied in bottles of 60 cc.

Also: Tablets 'Ilotycin-Sulfa,' 75 mg. of 'Ilotycin' plus 333 mg. triple sulfas per tablet.

. OTH ANNIVERSARY 1876 . 1956 / BLI LILLY AND COMPANY



gentles kids...

He'll be gentle as Ferdinand once he tries easy-to-take DIATUSSIN—either plain or mixed with food or drink.

and coughs

Parents, too, calm down when they see how quickly a few drops of DIATUSSIN lessen frequency and severity of cough...and without sedating or upsetting their offspring.

Dosage:

Under 5 years...2 to 4 drops, 3 or 4 times daily. Over 5 years...5 drops, 3 or 4 times daily. Severe cases...2 drops every 2 or 3 hours. Adults...5 to 7 drops, 3 or 4 times daily.

Formula: Extracts of thyme and drosera in an aqueous alcoholic menstruum (alcohol content 22%).

Supplied in 6-cc. bottles with new, flexible plastic dropper.

DIATUSSIN Syrup contains in each teaspoonful 2 drops of the extract in an aqueous syrup vehicle—alcohol content 5%. Available in 4-ounce, 1-pint and 1-gallon bottles.



AMES COMPANY, INC · ELKHART, INDIANA

08956



Helps her keep slim—and active



When patients start to gain weight, they often become less active—and gain more weight! Health may suffer. You can stop this vicious circle, make it easier for patients to achieve and maintain normal weight by prescribing ALTEPOSE. It makes reducing easier because it provides 'Propadrine' to curb appetite, thyroid to release tissue-bound water and 'Delvinal' to relieve irritability.

Each tablet contains 50 mg. 'Propadrine' HCl, 40 mg. thyroid and 25 mg. 'Delvinal.'

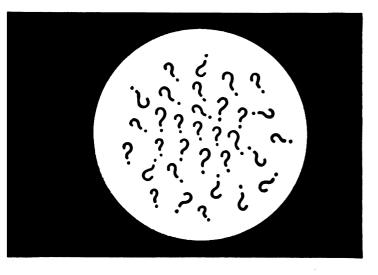


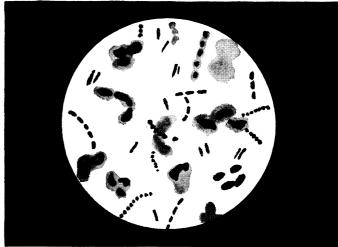
DIVISION OF MERCK & CO., INC., PHILADELPHIA 1, PA.

COMBINED ACTION FOR DECISIVE CONTROL

IN UNDIAGNOSED INFECTIONS

IN MIXED BACTERIAL INFECTIONS





- Wide antibacterial spectrum for control over a wide range of gram-positive and gram-negative infections
- Effective blood levels for high therapeutic activity
- High urinary solubility, low renal risk
- Special alumina-gel base* for uniform dispersion and rapid absorption

Supplied: Tablets BICILLIN-SULFAS, bottles of 36. Suspension BICILLIN-SULFAS, bottles of 2 and 3 fl. oz. Each tablet and each 5-cc. teaspoonful contains 150,000 units of BICILLIN and 0.167 Gm. each of sulfadiazine, sulfamerazine, and sulfamethazine.

*In Suspension only

TABLETS

SUSPENSION

BICILLIN®-SULFAS

 $Benzathine\ Penicillin\ G\ (Dibenzylethylenediamine\ Dipenicillin\ G)\ and\ Triple\ Sulfonamides$



better tolerated...
notably
hypoallergenic



dextrogen







Better tolerated by all infants because the low fat content is uniformly dispersed by homogenization and is readily emulsified. Easy assimilation of Dextrogen is assured by its mixed carbohydrates which provide for spaced absorption.

Less allergenic because special heat treatment decreases the likelihood of protein absorption before reduction to amino acids.

The generous amount of protein in Dextrogen is more digestible because of zero curd tension.

Dextrogen is a concentrated liquid formula made from whole milk modified with dextrins, maltose and dextrose, and fortified with vitamin D. Provides all known infant nutrients except vitamin C. The cost of baby's formula is less than a penny per ounce.



THE NESTLÉ COMPANY, INC.

Professional Products Division
White Plains, New York

___NESTLE—A time-honored name in the____

"Yes, I taught grammar to your father— and it seems like only yesterday!"



Time flies happily for the mature person in good health. To help keep these "senior citizens" fit and active, many physicians prescribe GEVRAL—a comprehensive diet supplement specially prepared for persons past 40. Each dry-filled GEVRAL capsule provides 14 vitamins, 11 minerals, and Purified Intrinsic Factor Concentrate.

Gevral*

GERIATRIC VITAMIN-MINERAL SUPPLEMENT LEDERLE



for more rapid and complete absorption, freedom from after-taste. A Lederle exclusive!

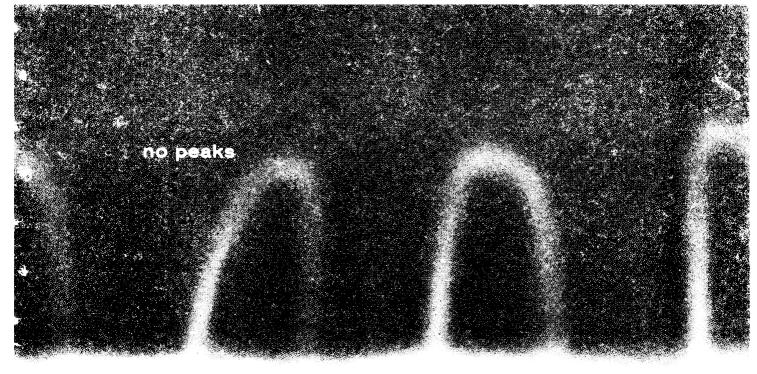


LEDERLE LABORATORIES DIVISION AMERICAN CYANAMID COMPANY PEARL RIVER, NEW YORK

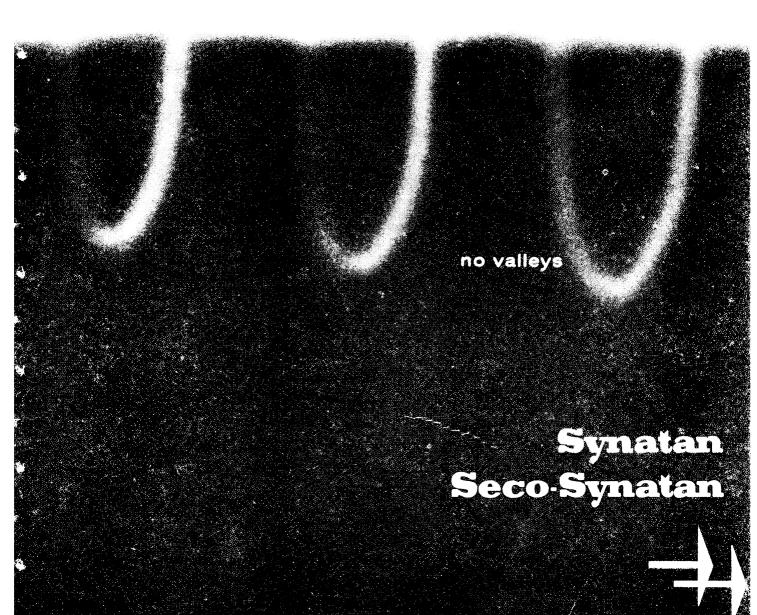
Each GEVRAL Capsule contains:

Each at thirt Capsaic contains	•				
Vitamin A	5000 U.S.P. Units	Choline Dihydrogen Citrate	100 mg.	Calcium (as CaHPO ₄)	145 mr
Vitamin D	500 U.S.P. Units	Inositol		Phosphorus (as CaHPO ₄)	110 m
Vitamin B ₁₂	1 mcgm.	Ascorbic Acid (C)	50 mg.	Boron (as Na ₂ B ₄ O ₇ .10H ₂ O)	0.1 mg
Thiamine Mononitrate (B ₁)	5 mg.	Vitamin E (as tocopheryl acetates)		Copper (as CuO)	
Riboflavin (B ₂)	5 mg.	Rutin		Fluorine (as CaF ₂)	
Niacinamide	15 mg.	Purified Intrinsic		Manganese (as MnO ₂)	. 1 m
Folic Acid	1 mg.	Factor Concentrate	0.5 mg.	Magnesium (as MgO)	. 1 m
Pyridoxine HCl (B ₆)		Iron (as FeSO ₄)		Potassium (as K ₂ SO ₄)	
Ca Pantothenate	5 mg.	lodine (as KI)	0.5 mg.	Zinc (as ZnO)	

Other Lederle geriatric products include: $GEVRABON^*$ Vitamin-Mineral Supplement Liquid with a wine flavor and $GEVRAL^*$ Protein Vitamin-Mineral-Protein Supplement Powder.



the smoothest amphetamine compounds you can use.



mood up

weight

down

blood pressure untroubled

NEW

Seco-Synatan

Synatan with secobarbital, Irwin-Neisler



for predictable control
of the DIS/ease
of anxiety, depression
or obesity—

the smoothest amphetamine compounds you can use...

AND

tanphetamin protocolloid complex, Irwin-Neisler



for predictable control of appetite and mood free of exaggerated response

buffers the patient against the disquieting ups and downs of his environment

CONTROLS the patient's appetite...all through the day... breaks the barrier of depression and creates a welcome sense of optimism and well-being.

CONTROLS the patient's emotions by a highly desirable calming effect... and contributes to the feeling of security, comfort and optimism.

each tabule contains

7

Seco-Synatan

Tanphetamin*	
(d-amphetamine tannate)	17.5 mg.
Secobarbital	35.0 mg.

*Patents Pending

DOSAGE: Usual dose is 1 or 2 tabules at 10:00 a.m.

...gradual and uniform release of d-amphetamine by simple laws of dialysis

- independent of any mechanical fabrication of tablet
- independent of varying intestinal pH or motility

...just one dose a day provides all day control

- minimal, if any, side effects
- more dependable results . . . economical, too

the first basic amphetamine improvement in 10 years

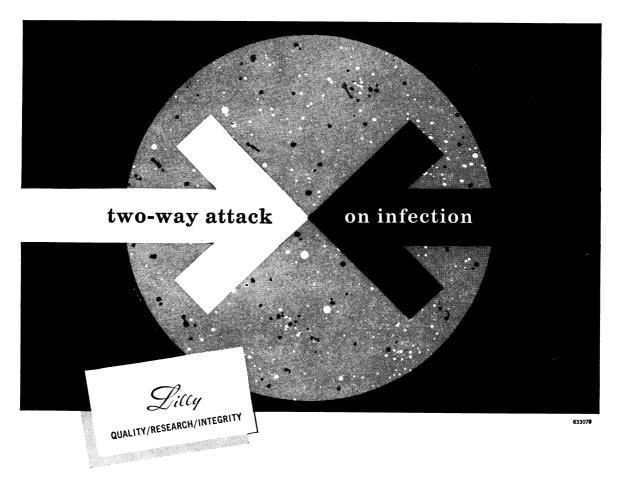
Synatan

Each Synatan tabule is composed of a protocolloid complex containing tanphetamin (dextro-amphetamine tannate) 17.5 mg., equivalent to 5.25 mg. of *d*-amphetamine base.

DOSAGE: Usual dose, 1 or 2 tabules at 10:00 a.m.

To serve your patients today—Call your pharmacist for any additional information you may need to help you prescribe Synatan and Seco-Synatan. He has been especially alerted. For prescription economy, prescribe Synatan and Seco-Synatan in 50's.

IRWIN, NEISLER & COMPANY . DECATUR, ILLINOIS



tablets

'V-Cillin-Sulfa'

... combine the superior oral penicillin and three sulfonamides

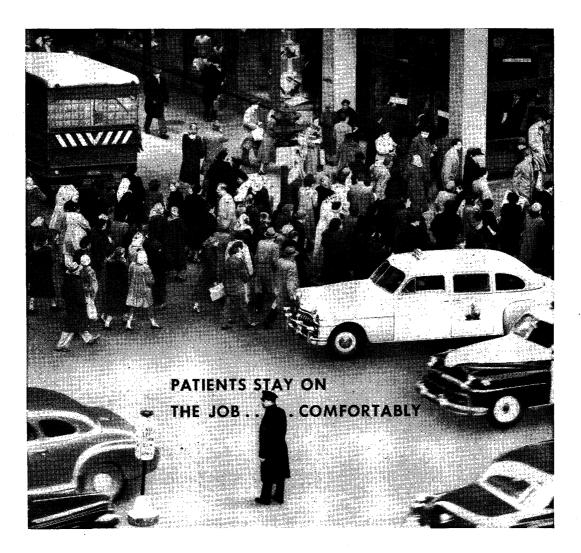
'V-Cillin-Sulfa' provides you greater control over a wider range of microorganisms. 'V-Cillin' (Penicillin V, Lilly) and sulfas used concurrently produce faster and more effective antibacterial action in certain infections. In general, the combination is most beneficial in mixed infections, infections due to bacteria only moderately susceptible to either agent, and conditions in which bacterial resistance might develop.

The much higher penicillin blood levels produced by 'V-Cillin' and the effectiveness and safety of the triple sulfas make 'V-Cillin-Sulfa' your most valuable preparation of its type.

DOSAGE: 1 to 2 tablets q.i.d.

SUPPLIED: Each tablet provides 125 mg. (200,000 units) 'V-Cillin' plus 0.5 Gm. sulfas—equal parts of sulfadiazine, sulfamerazine, and sulfamethazine.

TH ANNIVERSARY 1876 . 1956 / ELI LILLY AND COMPANY



in URINARY DISTRESS

Pyridium (Brand of Phenylazo-diamino-pyridine HCl)

provides gratifying relief in a matter of minutes

Painful symptoms impel the patient with acute or chronic pyelonephritis, cystitis, urethritis or prostatitis to seek your aid. In the interval before antibiotics, sulfonamides or other antibacterial measures can become effective, the nontoxic, compatible, analgesic action of Pyridium brings prompt relief from urgency, frequency, dysuria, nocturia or spasm. At the same time, Pyridium imparts an orange-red color to the urine which reassures the patient. Used alone or in combination with antibacterial agents, Pyridium may

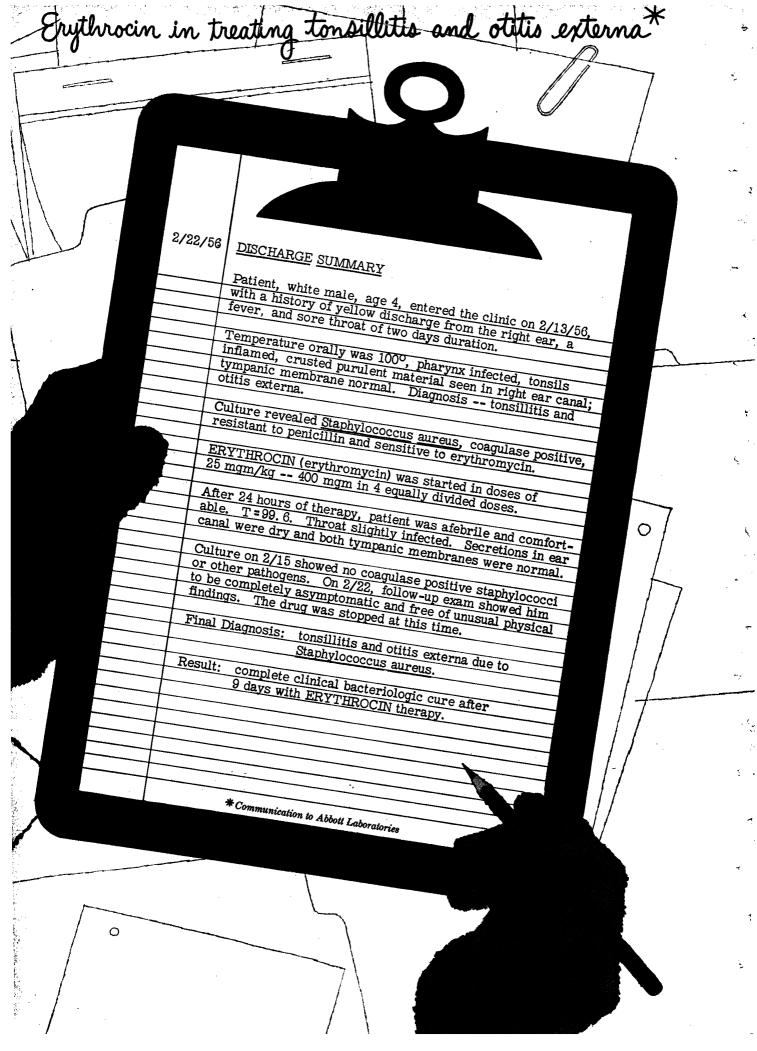
be readily adjusted to each patient by individualized dosage of the total therapy.

SUPPLIED: In 0.1 Gm. (1½ gr.) tablets in vials of 12 and bottles of 50, 500, and 1,000.

PYRIDIUM is the registered trade-mark of Nepera Chemical Co., Inc., for its brand of phenylazo-diamino-pyridine HCl. Sharp & Dohme, Division of Merck & Co., Inc., sole distributor in the United States.

MERCK SHARP & DOHME

Philadelphia 1, Pa.
Division of MERCK & Co., INC.



"clinical response good or excellent"

In one recent study, 18 patients with acute follicular tonsillitis and septic sore throat, were given erythromycin. Infecting organism was Str. pyogenes. The investigator stated, "In all 18, the clinical response could be regarded as either good or excellent."

This, of course, is only one of many reports showing the effectiveness of ERYTHROCIN against coccic infections. You'll get the same good results (nearly 100% in common, bacterial respiratory infections) when your prescription reads *Filmtab* ERYTHROCIN Stearate.

"toxicity lower in erythromycin-treated patients"

After a study of 208 patients treated with erythromycin (78), procaine penicillin (78) and a placebo (52), the investigator stated: "... the incidence of toxicity (compared to procaine penicillin) was significantly lower in the erythromycin-treated patients."

Actually, ERYTHROCIN stands on a remarkable record of safety. After four years, there's not a single report of a severe or fatal reaction attributable to erythromycin. Also, allergic reactions rarely occur. *Filmtab* ERYTHROCIN Stearate (100 and 250 mg.), is available in bottles of 25 and 100, at all pharmacies.

Abbott

- Filmtab—Film sealed tablets, Abbott; pat. applied for.
- Herrell, W. E., Erythromycin, Antibiotics Monographs, No. 1, p. 29, New York, Medical Encyclopedia, Inc., 1955.
 Idem p. 30.





Delta-Cortef* for inflammation, neomycin for infection:

TOPICAL OINTMENT

Each gram contains:

Delta-1-hydrocortisone acetate

5 mg. (0.5%)

Neomycin sulfate 5 mg.

(equiv. to 3.5 mg. neomycin base)

 $\textbf{Methylparaben} \cdot \dots \cdot 0.2 \ \textbf{mg.}$

Butyl-p-hydroxybenzoate

1.8 mg.

Supplied: 5-gram tubes

EYE-EAR OINTMENT

Each gram contains:

Delta-1-hydrocortisone acetate

2.5 mg. (0.25%)

Neomycin sulfate 5 mg.

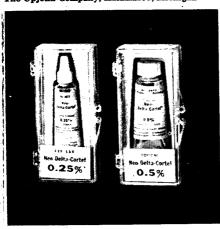
(equiv. to 3.5 mg. neomycin base)

.Supplied: 1/8 oz. tubes with applicator tip

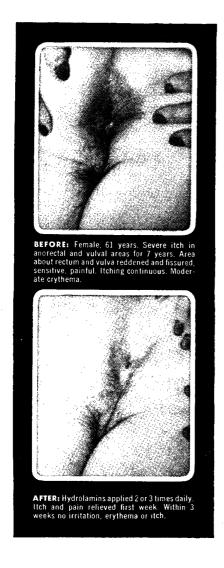
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*Trademark for the upjohn brand of prednisolone acetate -- with neomycin sulfate

'The Upjohn Company, Kalamazoo, Michigan



Neo-Delta-Cortef



STOPS the silent agony of PRURITUS ANI in 98% of cases*

Breaking the itch-scratch-itch cycle is essential to control of pruritus ani. Topically applied Hydrolamins Amino Acid Ointment relieves itch with anesthetic speed—but without danger of tissue reaction.

In a series of 100 unselected sufferers from pruritus ani, the author* reported "Relief... experienced immediately in 98 cases."

Moreover, in 88% of cases, "Within a few weeks' time there is every appearance of normal skin."

HYDROLAMINS®

AMINO ACID OINTMENT

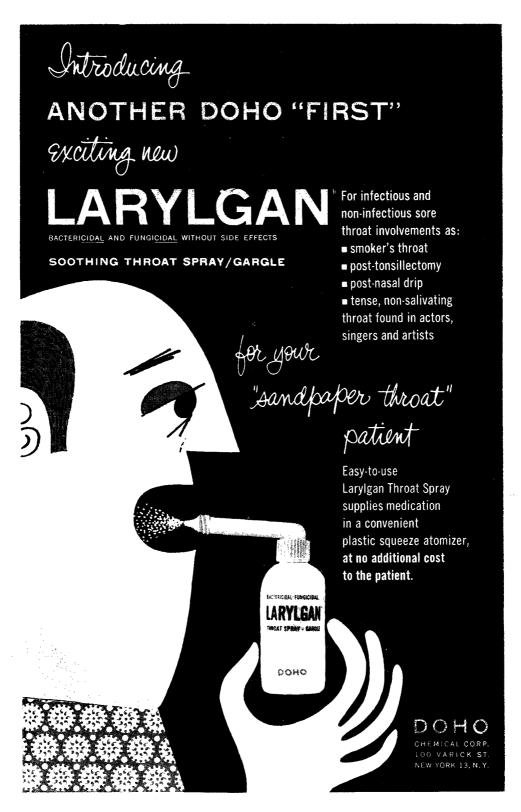
Hydrolamins offers an isotonic, specially selected combination of amino acids derived from lactalbumin in a vehicle of polyethylene glycol 1500. Hydrolamins buffers against local (bowel) irritants. It does *not* contain local anesthetics ("caines") or astringents.

SUPPLIED in 1 oz. (28 Gm.) tubes.



CHICAGO 14, ILLINOIS

*Bodkin, L.G., and Ferguson, E.A., Jr.: Successful Ointment Therapy for Pruritus Ani, Am. J. Digest. Dis. 18:59 (Feb.) 1951.



FORMULA: Anise Oil, 0.6%; Cassia Oil, 0.15%; Pine Oil, 0.2%; Menthol, 0.1%; Methyl Salicylate, 0.05%; Antipyrine, 0.28%; Pyrilamine maleate, 0.125%; Methyl Rosaniline Chloride, (Crystal Violet), .002% in 2% Doho Glycerol; Ethyl Alcohol, 1.0%.

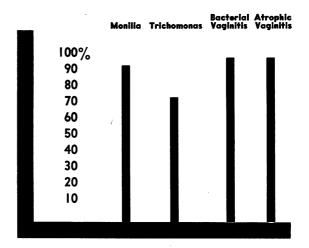
. . and now

MARLYN

introduces

GYNBEN

vaginal insert



averaged *91% effective for all types of vaginitis

MONILÍA .	•	•		•		•	•	•	•	*97 %
TRICHOMO	NA	S	•		•					*77.7%
BACTERIAL	٧A	GI	NIT	ΓIS	•	•	•	•		*100%
ATPOPHIC	VAC	211	NIT	ıc						*100%



Mariyn Co., Inc., 8332 Beverly Bivd., Los Angeles 48

*Thomas G. Gready, Jr., M.D. From the Department of Obstetrics and Gynecology, Hermann Hospital, and the Baylor University, College of Medicine.



KARO® SYRUP... meets the need for a highly potent source of infant carbohydrate

The need for carbohydrate, particularly during the rapid growth period of early infancy, is well recognized. One highly effective means of assuring adequate carbohydrate is by the addition of Karo syrup to the milk formula.

Karo—a balanced mixture of dextrins, maltose and dextrose—enables the feeding of larger amounts of total carbohydrate than is possible with a single sugar such as lactose or sucrose. Karo is double rich in calories and, more importantly, it is easily digested, completely utilized and well-tolerated; even by prematures and newborns.

From the standpoint of the physician, Karo permits easy adjustment of formula and safe transition from liquid to solid food. Mothers appreciate the ease of making formulas with Karo, plus its ready availability and economy. Light or dark Karo syrup may be used interchangeably since each yields 120 calories per ounce (2 tablespoons).





1906 • 50th ANNIVERSARY • 1956
CORN PRODUCTS REFINING COMPANY
17 Battery Place, New York 4, N.Y.



For Pain-Free of everyday

In "Rheumatism"^¹

 $\mathbf{M}ultiple$

combine:

THE PROPER FORMULA
PROPERLY FORMULATED

Physical separation of the steroid component from the aluminum hydroxide as provided by the Multiple Compressed Tablet construction assures full potency and stability of prednisolone. PREDNISOLONE (1 mg.)....

ASPIRIN (0.3 Gm.)

ASCORBIC ACID (50 mg.)....

ANTACID (0.2 Gm)...

* Early rheumatoid arthritis
Rheumatoid spondylitis
Osteoarthritis
Still's disease
Psoriatic arthritis
Bursitis

Synovitis
Tenosynovitis
Myositis
Fibrositis
Neuritis

Performance activities

Patients

Compressed Tablets



..... for anti-inflammatory, anti-rheumatic benefits at effective low dosage.

communication for analgesia plus additional anti-rheumatic activity.

..... for anti-stress support that guards against adrenal ascorbic acid depletion.

(Ascorbic Acid present as 60 mg. Sodium Ascorbate.)

. dried aluminum hydroxide gel minimizes the possibility of gastric distress.

DOSAGE: 1-4 TEMPOGEN Tablets t.i.d. or q.i.d. (TEMPOGEN Forte, 1 or 2 tablets t.i.d. or q.i.d.) for one or two weeks. Then lower by 1 tablet every four or five days to maintenance level.

SUPPLIED: TEMPOGEN and TEMPOGEN Forte—in bottles of 100 Multiple Compressed Tablets. (TEMPOGEN Forte provides 2 mg. of prednisolone.)



ALCOHOLISM?

A DEMAND for alcohol not to be confused with RESULTS of excessive drinking.

TREATMENT?

CONDITIONED RESPONSE THERAPY—not to be confused with so-called aversion treatments.

RESULTS?

- ✓ Lack of desire for alcoholic beverages.
- ✓ Return of self confidence and self respect.
- ✓ Lessening of depression as shown by Minnesota Multiphasic Personality Inventory Score before and after Conditioned Response Therapy.

EFFECTIVENESS?

Published reports indicate that when applied in a hospital exclusively for Conditioned Response Therapy an abstinence rate of 50 to 60% may be expected.

Woodside Acres Hospital

Exclusively for Alcoholism

1600 GORDON STREET

EMerson 8-4134

REDWOOD CITY, CALIFORNIA

LLOYD F. ECKMANN, Director

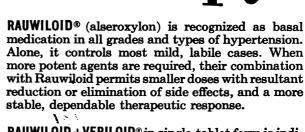
Medical Staff:

WILLIAM D. KOON, M.D.

THOMAS H. BOONE, M.D.

For patients with
Advanced Hypertension
who require
Ombination

Therapy



RAUWILOID + VERILOID® in single-tablet form is indicated in moderate to severe hypertension. The combination permits long-term therapy with lower doses of Veriloid (alkavervir), greatly lessened side effects, and dependably stable response. Each tablet contains 1 mg. Rauwiloid and 3 mg. Veriloid. Initial dose, 1 tablet t.i.d., p.c.

RAUWILOID + HEXAMETHONIUM in single-tablet combination provides smoother, less erratic response to oral hexamethonium. Indicated in severe, otherwise intractable hypertension. The combination permits up to 50% less hexamethonium to exert full effect. Each tablet contains 1 mg. Rauwiloid and 250 mg. hexamethonium chloride dihydrate. Initial dose, 1/2 tablet q.i.d.

LOS ANGELES

new 100 mg. capsule

for greater convenience and dosage flexibility

Colace

DIOCTYL SODIUM SULFOSUCCINATE, MEAD JOHNSON*

softens stools for easy passage

without laxative action · without adding bulk

In chronic constipation and in patients with hemorrhoids, Colace provides a safe and gentle way to prevent hard stools.

By reducing surface tension, Colace increases the wetting efficiency of intestinal water. This keeps stools normally soft and softens hardened stools for easy, natural passage.

SUGGESTED ORAL DAILY DOSAGET

0 to 3 years....10 to 40 mg. 3 to 6 years....20 to 60 mg. 6 to 12 years....40 to 120 mg. Adults.......50 to 200 mg.

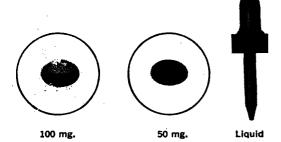
†Colace may be given in divided doses. The higher dosage is recommended during initial phase of therapy. Dosage should be adjusted as required by individual response.

Note: When bowel motility is impaired, a mild peristaltic stimulant or Colace-containing enemas may be needed in addition to Colace by mouth.

THE COLACE FAMILY

Colace Capsules 100 mg., bottles of 30, 60 and 250. Colace Capsules 50 mg., bottles of 30, 60 and 250. Colace Liquid (1% Solution: 1 cc.=10 mg.), 30 cc. bottles with calibrated dropper.

*Patents pending



MEAD JOHNSON

SYMBOL OF SERVICE IN MEDICINE

Now 2 Polysal's

FOR I. V. THERAPY

The addition of a new Polysal now provides balanced electrolyte solutions for both replacement and maintenance.



Polysal

(REGULAR)

Balanced in terms of plasma electrolyte content, this high sodium solution is ideal in the treatment of dehydrated and depleted patients by replacing lost sodium and affecting immediate improvement in blood volume and circulatory status.

Write for literature



Simplify for Safety with

Polysal & Polysal-M

CUTTER LABORATORIES, Berkeley, California

*Talbot, N. B., Crawford, J. D., and Butler, A. M., "Homeostatic Limits to Safe Parenteral Therapy." New Engl. J. Med., 248, 1100 (1953).

FORMULA (per 100 cc.): Sodium Chloride 0.496 gm.; Sodium Acetate N.F., 0.64 gm.; Potassium Chloride, 0.0746 gm.; Calcium Chloride, 0.0368 gm.; Magnesium Chloride, 0.0305 gm.; Sodium Citrate, 0.0785 gm.



For MAINTENANCE*

Polysal M

Balanced in terms of daily body needs for electrolytes, carbohydrates and water, this *Maintenance* solution is ideal for patients whose oral intake of food and water is restricted.

Polysal-M prevents the development of serious deficits which may occur in patients needing prolonged I.V. therapy by supplying the daily requirements in safe amounts.

"SAW-TOOTH"
Effect Eliminated

This single solution delivers a smooth, uniform infusion, free from sharp peaks caused by daily infusion of several different-type solutions — thus preventing over-loading, water intoxication, edema formation.

FORMULA (per 100 cc.): Sodium Chloride, 0.0935 gm.; Potassium Chloride, 0.119 gm.; Calcium Chloride U.S.P., 0.0368 gm.; Magnesium Chloride, 0.0305 gm.; Sodium Lactate, 0.134 gm.; Sodium Acetate N.F., 0.163 gm.